TV STAR PARADE

TV STAR PARADE/**FEBRUARY** 25c

Why Winchell and Steve Allen are Sore at Ed Sullivan

Inside Facts on Bitter Feud

PDC

COMO'S frank talk about PRESLEY and TEENAGERS

exciting new contest!

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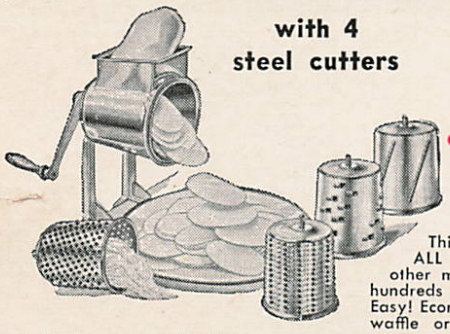

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TV STAR PARADE

FIRST AND BEST IN TODAY'S TV MAGAZINES

W. M. COTTON publisher
MURIEL BABCOCK editorial director
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FEBRUARY, 1957

home and heart

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DICK JONES—COWBOY BY CHOICE . . . Why *Buffalo Bill, Jr.,* would rather be a carpenter with a good life than the *wrong* kind of actor 34

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EDWARD C. RETHORN, JR. art director **LELAND F. BARKER** associate art director
JULIE RANSOM beauty editor

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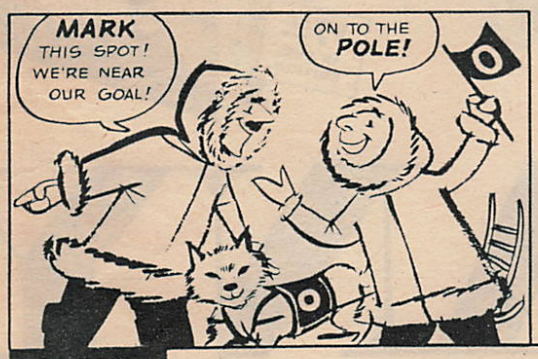
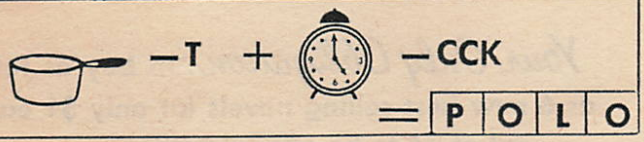


This sample puzzle, as all our puzzles, has 3 clues to help you reach the answer. First, study the cartoon. Here it shows one man saying MARK, and the other mentions the word POLE. The letter "O" is shown twice. What else can the answer be but MARCO POLO? Below the cartoon, 4 names are listed as your second clue. Among them is MARCO POLO so you know your answer is right. For the third clue, look at the bottom portion of the puzzle. You will see that various objects and letters of the alphabet are portrayed. Identify each of the objects and add or subtract the letters as indicated. First there is a POT. You are told to subtract the letter T, then you add the word CLOCK which is the next pictured object. Then, you subtract the letters C C K. By correctly adding and subtracting you are left with the letters POLO. This spells the correct LAST NAME.

SAMPLE PUZZLE

The Correct Answer Is **ONE** Of These Names of Fame!

☐ Marco Polo ☐ Betsy Ross ☐ Genghis Khan ☐ Frank Buck



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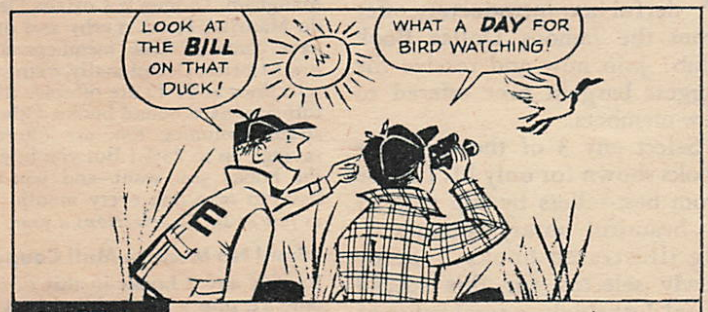
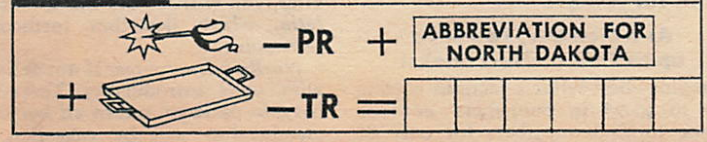


PUZZLE NO. ONE

The Correct Answer Is **ONE** Of These Names of Fame!

☐ Billy Sunday ☐ Robert Fulton ☐ Cotton Mather ☐ Ira Remsen



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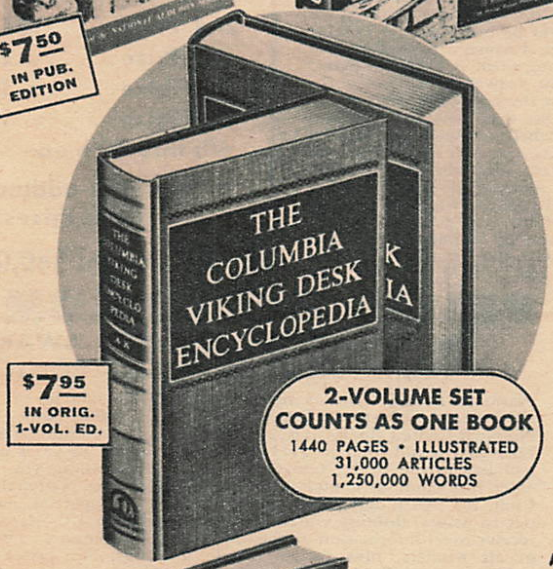
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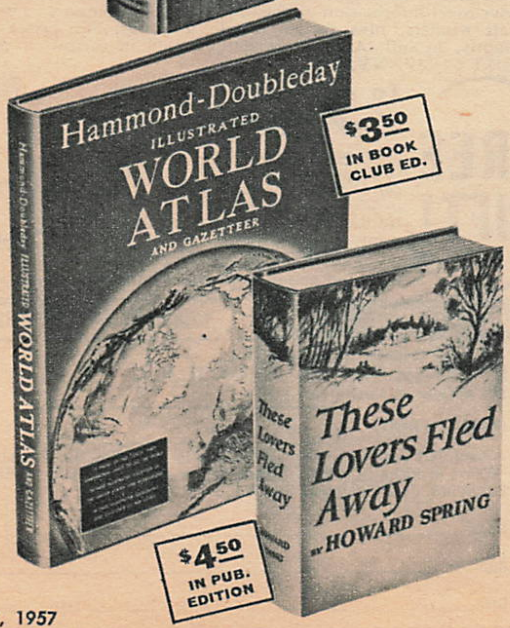

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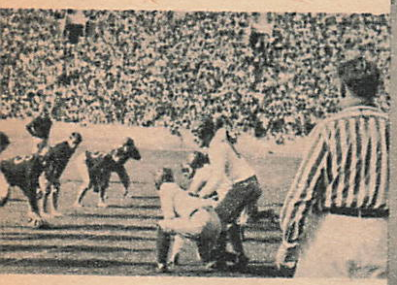
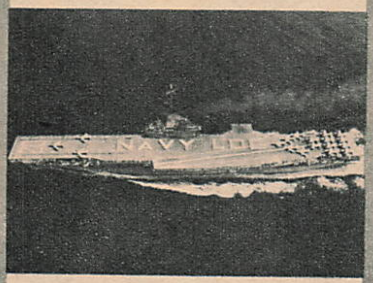
tuesday 1



PARADE. Tournament of Roses, stars, beauties, 11:45 A.M., CBS.

FOOTBALL, Orange Bowl, CBS, Cotton Bowl, NBC, 1:45 P.M.; Rose Bowl, NBC, 4:45 P.M. EST.

wednesday 2



ADVENTURE. True story of crown jewels and an admiral in *1600 Pennsylvania* (the address of the White House) on Navy Log, ABC, 8:30 P.M.

friday 4

PREMIERE. Ida Lupino and real-life husband, Howard Duff co-star in comedy series, *Mr. Adams and Eve*, a story of a Hollywood couple who are stars, on CBS, 9-9:30 P.M.

saturday 5

DRAMA. *English Without Tears* stars Lilli Palmer and Michael Wilding in romantic venture on Film Festival, 7:30 ABC.

thursday 10

COMEDY. Jack Benny headlines *Shower of Stars* with Jayne Mansfield as a guest, CBS, 9:30 P.M.

saturday 12

HOCKEY. Left Wing Dean Prentice leads attack for New York in match between the Rangers and Detroit Red Wings, 2, P.M., CBS.

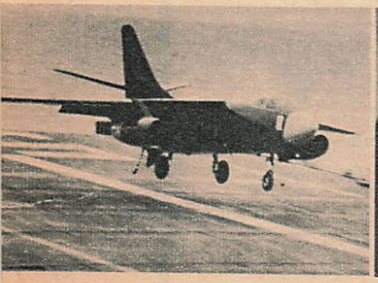
sunday 13

DRAMA. Ronald Reagan stars in *No Skin Off Me* on G.E. Theatre, 9 P.M., CBS.

OPERA. Morley Meredith sings role of Andrei in *War and Peace*, NBC.

DRAMA. Billy Halop, left, Dick Hylton star in *Jumpin Parson*, 6 P.M., CBS.

sunday 20



REPORT. *Conquest of the Air* dramatizes tide change in World War Air Power, 6 P.M., CBS.

MYSTERY. *John Brown's Body* titles melodrama on Alfred Hitchcock Presents, 9:30, CBS.

ADVENTURE. Underseas cameras on the floor of the ocean report on-the-spot recovery of sunken treasure on *Odyssey*, CBS, 4 P.M.

wednesday 23

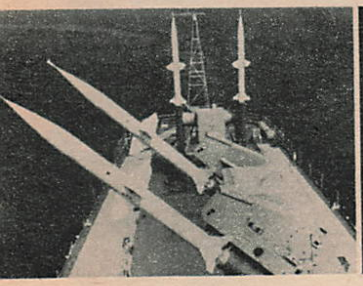
CARTOON. Animation and actors show Disney genius in Our Friend the Atom on *Disneyland*, 7:30, P.M., ABC.

friday 25

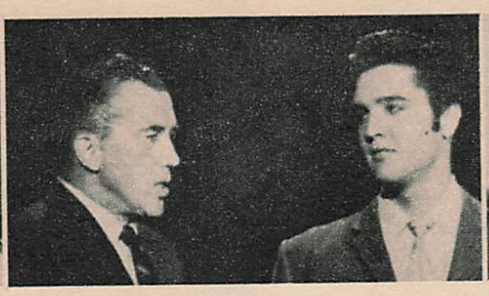
WESTERN. *The Master of Arms* invokes frontier justice on *Jim Bowie*, ABC, 8 P.M. Scott Forbes stars.

TV highlights

sunday 6



REPORT. Ed Murrow goes topside subs and carriers to dramatize jet and atomic age in *Revolution in the Navy*, See It Now, 5 PM, CBS.



VARIETY. King of Rock 'n' Roll, Elvis Presley returns with song and guitar to Ed Sullivan's star lineup, completing three-for-$50,000 contract with show, CBS, 8-9 P.M.

PREMIERE. Two-years in making *Odyssey* traces story of man. Charles Collingwood narrates series presented with museums of the world, 4 P.M., CBS.

DRAMA. Ray Milland stars in *Never Turn Back*, G.E. Theatre, 9 P.M., CBS.

PREMIERE. Ace Eric Sevareid comments and live and filmed scenes wrap up the week's news on the new timely series, *World News Roundup* on CBS, 3:30-4 P.M.

monday 14

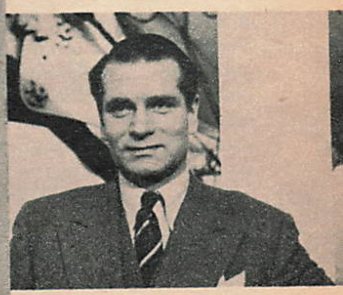
DRAMA. Maid Marion's dream tells of danger to Robin Hood, 7:30 P.M., CBS.

DRAMA. King Arthur exiles Sir Lancelot in *Banishment*, 8 P.M. NBC.

wednesday 16

DRAMAS. Check-giver, Marvin Miller, solves murder on *Millionaire's* anniversary show, 9 P.M., CBS.; Dick Foran, center, stars in *Sweet Charlie*, on ABC's Ford, 9:30 P.M.; and Burl Ives portrays disillusioned Civil War veteran and father who turns his back on civilization in *No Time To Die*, U. S. Steel, 10 P.M., CBS.

saturday 19



DRAMA. Sir Laurence Olivier narrates film of Coronation, *A Queen Is Crowned*, 7:30, ABC.

saturday 26

HOCKEY. Boston Bruins play the New York Rangers in a key game, CBS, 2 P.M.

BASKETBALL. Pro game pits Philadelphia against Fort Wayne, NBC, 2:30 P.M.

DRAMA. Tragedy stalks aerialist in Circus Boy's *Big Top Angel*, 7:30, NBC.

sunday 27

COMEDY. Imogene Coca stars in *Cab Driver*, G.E., CBS, 9.

monday 28

COMEDY. Mother-in-law Lily (Spring Byington) tries to rescue daughter in a domestic crisis revolving around the budget. Her ruse is discovered, but son-in-law falls victim to a fashionable figure, *December Bride*, CBS, 9:30-10 P.M.

wednesday 30

COMEDY. Lauren Chapin advertizes *The Short Wave* on Father Knows Best, 8:30 P.M., NBC.

All times given are Eastern Standard Time. Listings are final at press time; late changes may occur.

video platter chatter

dick kleiner

To listen to Harry Belafonte, you'd think that his interest in, and love for, folk songs has been a lifelong thing. Before about six years ago he never really paid much attention to them.

Belafonte was born in New York, spent five years of his childhood in Jamaica, British West Indies, where calypsos run wild. He came back to New York for high school. Then came World War II, and Belafonte was in the Navy.

After the war he was working as a janitor, when a friend gave him two tickets to an American Negro Theater production. Belafonte went—and fell in love with the theater. He quit his job, studied dramatics (in the same class with Marlon Brando and Tony Curtis), and in one school play he had to sing a number. A nightclub owner who happened (like in the movies) to be in the audience, heard him and signed him.

Belafonte became fairly successful as a singer. But he was just another singer—a crooner. He himself felt his songs were "artistically shallow" and so, suddenly, he quit cold.

With two friends he opened a restaurant in Greenwich Village. It was the kind of neighborhood place that attracted a community-sing kind of crowd and unshaven men with guitars. Belafonte listened and liked what he heard. Some of his patrons, as is common in Greenwich Village, were folk-song devotees, and the youthful restaurateur was getting an indoctrination in folk music.

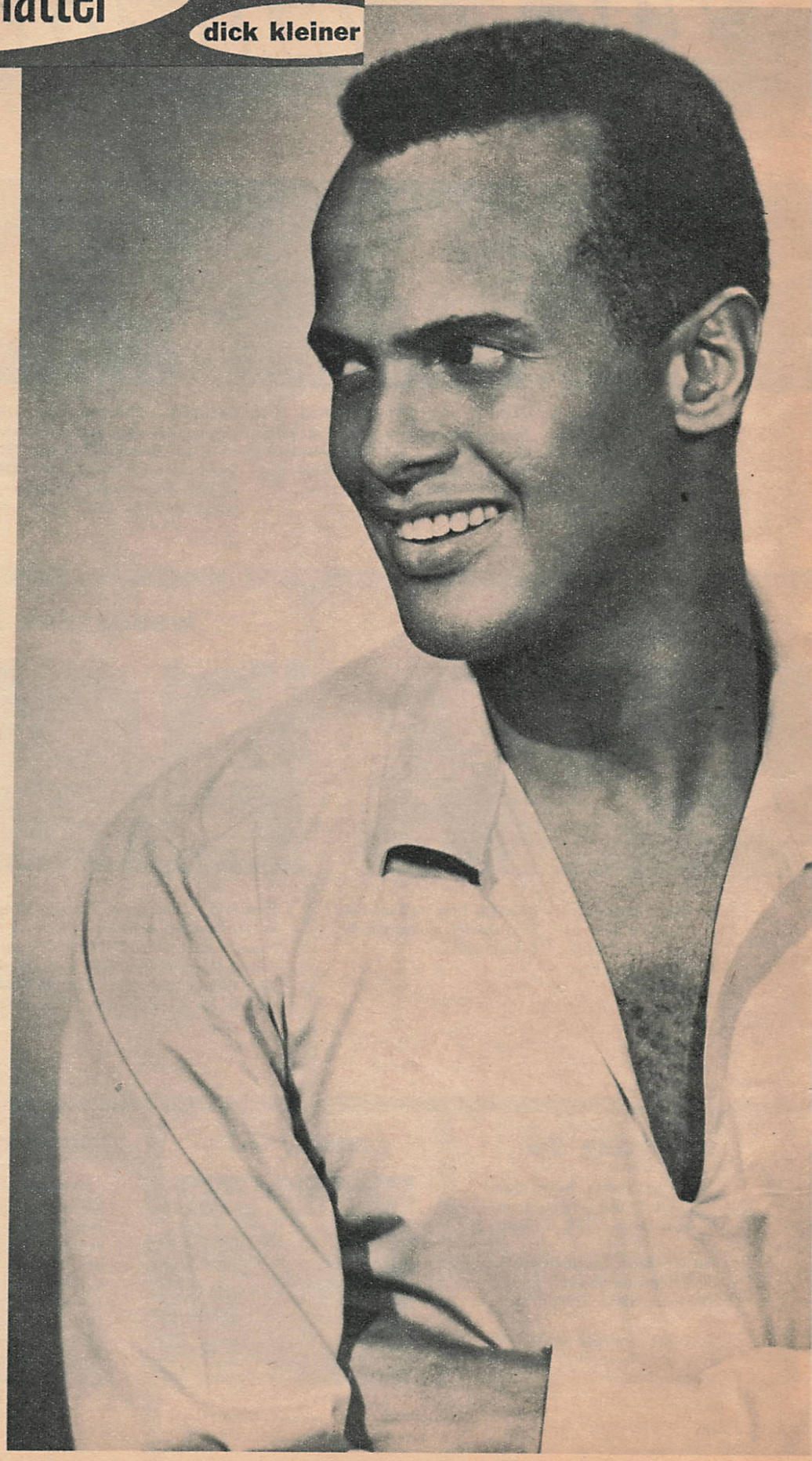
It was inevitable that he should join in. He sang the songs that the guitar-strumming diners taught him. They liked his style and encouraged him. And he found that folk songs weren't as shallow, to him, as pop material.

So he figured he'd try show business again, this time as a folk-song specialist. One of the restaurant's patrons, a guitarist named Millard Thomas, helped him gather a repertoire of songs. Today Thomas is his ever-present accompanist. Belafonte made his debut as a professional singer of folk songs in '50, at the Village Vanguard. He was an immediate success— and his career on records, in movies, on TV and on the stage sprang from that debut.

It's been a good career. The Belafonte family—he married a child psychologist during the days when he was a drama student, and now they have two children, Adrienne, 7, and Shari, 2—have a pleasant home. He has millions of fans who consider him the most exciting singer of the age. He's signed up for contracts that will bring him profits and keep him busy for years.

But being a folk-singer star isn't quite the gravy train a lot of people imagine. Folk songs don't grow on Tin Pan Alley trees. Most of the songs you associate with Belafonte—*Matilda, Mark Twain* and such—are tunes he discovered. *Mark Twain* was found at the Library of Congress in Washington, where there's a huge collection of folk songs. Belafonte spends much time there, listening to ancient records, leafing through dusty

(*Continued on page* 58)



HARRY BELAFONTE retired from melody until folk songs discovered him—and he, them.

EDDIE AND DEBBIE

IN THEIR FIRST MOVIE TOGETHER!

Eddie sings 6 wonderful NEW SONGS ...and wait 'til you see them DANCE!

RKO Radio Pictures presents

EDDIE FISHER · DEBBIE REYNOLDS

in BUNDLE OF JOY

Co-starring

ADOLPHE MENJOU

TOMMY NOONAN

with NITA TALBOT · UNA MERKEL · MELVILLE COOPER

BILL GOODWIN · HOWARD McNEAR

Produced by EDMUND GRAINGER · Screen Play by NORMAN KRASNA, ROBERT CARSON and ARTHUR SHEEKMAN

Story by FELIX JACKSON · Directed by NORMAN TAUROG

Musical Numbers and Dances Staged by NICK CASTLE

Lyrics by MACK GORDON · Music by JOSEF MYROW

HEAR EDDIE SING

"Lullaby In Blue"

"Worry About Tomorrow, Tomorrow"

"All About Love"

"Some Day Soon"

"I Never Felt This Way Before"

"Bundle Of Joy"

TECHNICOLOR®

RKO RADIO PICTURES

WTTG-TV; **Record Hop,** *Sat., 4 P.M.*; **Ladies Be Seated,** *Mon.-Fri., 2 P.M.*; **Featurama,** *Mon.-Sun., 11:15 P.M.*

TVSP SALUTES MILT GRANT of Washington, D. C.

HE MAKES THE CAPITAL JUMP

■ Tall, dark and handsome Milt Grant had a beef about TV: "We have programs for the kiddies and programs for the adults. But for the teen-ager, practically nothing." To make good the lack, he spent two years preparing *Record Hop.* Now, after five months on WTTG-TV, Washington, D. C., it averages 1,000 fan letters per show.

Before TV, Milt was a radio disc jockey, a celebrity by name. Today his high-frequency appearances via the picture tubes have made his face a Capital landmark. He gets a "Hi, Milt!" wherever he goes. Host of two film shows—the nightly *Featurama* and the daytime *Ladies Be Seated*—his heart still belongs to his own baby, the Saturday *Record Hop,* whose studio audience, recruited from the high schools, dances to top discs and meets the record stars. The biggest names in music come to call on Milt, because they remember gratefully the deejay who knew and helped them *when.*

For Milt the accent's on youth, always. Though the stars shine on *Record Hop,* Milt also spotlights local teen personalities: sports heroes, school leaders, the interesting offspring of Washington's diplomatic corps. And right now he's conducting a talent search for teen singers in the WTTG-TV area, with the winners to be picked by music experts Mitch Miller and Hugo Winterhalter.

Milt began in radio as a part-time actor and announcer, working his way through Columbia University and N.Y.U. He graduated during World War II, and immediately joined the cloak-and-dagger OSS to fight in Europe and North Africa. When the war ended, Milt returned to radio as a deejay. There, his contact with teen listeners developed into *Record Hop* and his basic conviction: "If you expect teen-agers to be good, they will be good. And vice-versa."

GUEST STARS include established big-name record artists, headliners of tomorrow like Bonnie Sisters (above), local sports and school leaders.

TEEN-AGERS hold dance contests on *Record Hop,* Milt's Saturday show with the accent on youth. Currently he's also running a teen talent hunt.

Style No. 2710
9-17
10-20 8.98

Style No. 655
9-17
10-20 6.98
20½-28½
40-48 7.98

STYLE No. 2710—PLEAT TRICK. In a washable blend of Acrilon and Rayon, tucked on the turtle-neck collar and bodice, whirling out in a wide sweep of permanent pleats. Powder blue, red, turquoise or grey.

STYLE No. 655 – BUTTONS ON PARADE. . . . So feminine and flattering from the handsome boat neckline to the nip-and-tuck waist. Just watch the skirt bell out when you twirl on the dance floor. In rich rayon faille. Black, navy, red, slate blue.

Style No. 622
9-17
10-20 7.98
20½-28½
40-48 8.98

STYLE No. 622—DEEP DIP. Rayon and acetate verdero deftly curved to outline your figure, its neck-line dipping low. See the way this beauty buttons to a fantail skirt then flies out in a flurry of whirl-round pleats. Black, navy, peacock, red, powder blue.

Style No. 739
9-17
10-20 6.98
20½-28½
40-48 7.98

STYLE No. 739—FIGURE TRICKS. It's the sheath that's sure to bring compliments galore. Rayon mens-wear tailored to cause excitement with its slim waist and fashion-tapered skirt. In navy, grey, brown or turquoise.

MONEY BACK GUARANTEE

Skylark Originals

DEPT. 50-01, Asbury Park, N. J.

☐ PREPAID ORDER: I enclose price of garment plus 30c to cover postage and handling—I save over 75c in C.O.D. fees.

☐ C.O.D. ORDER: I will pay postman amount plus postage, C.O.D. and handling fees.

I may return garment in 10 days if not satisfied.

Style No.	Size	1st Color Choice	2nd Color Choice

NAME

ADDRESS

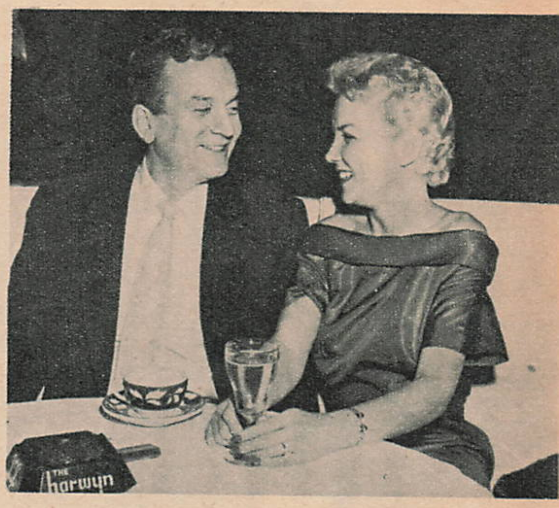
CITY STATE

TV OFF-GUARD IN NEW YORK

SITTING ONE OUT at the Harwyn, Frank Parker dates Penny Morgan, Robert Q. Lewis' gal Friday. Watch for man-about-town to do big video guest shots this season.

BY GAIL CASSIDY

BABY-SITTER Dietrich is waiting for her third client, courtesy of daughter Maria Riva.



SITTING PRETTY, Helen O'Connell has Jim Hill's devotion and top spot on *Today*.

MARLENE DIETRICH will become a grandma for the third time when BILL and MARIA RIVA welcome the stork this spring. Grr-andma Marlene frequently baby-sits for her daughter and son-in-law and even brings along her knitting!

Rumbles along Madison Avenue about ARTHUR GODFREY retiring shortly are growing louder every day. It's said that the Redhead's big ambition is to be appointed to a Civil Defense post in Washington.

High Treason! Two of Manhattan's most famous favorite sons are deserting us shortly for Hollywood. WALTER WINCHELL will do at least three of his shows from "Archerdville" after the first of the year. And in the cold, cold, cold of the winter he'll head for Florida and do a couple from his favorite Miami hangout, the Roney Plaza. (Whatta life!) The second renegade to desert us will be JACKIE GLEASON. No date has been set, but Jackie has landed the lead in the movie *The Last Hurrah*, based on the life of Boston's colorful ex-mayor Curley. As usual, Jackie will have to go on a diet, otherwise the script will be too tight for him. Jackie will probably begin shooting the movie in the summer, and go off the air until next fall.

One Hollywood citizen has deserted to join us! Young actor CARLETON CARPENTER (you'll remember him from a couple of song-and-dance flickers with DEBBIE R. FISHER) has rented a bachelor apartment on the East Side and is concentrating on TV, but from a behind-the-camera angle. Carleton has turned songwriter and is working on the music for a spectacular.

A songwriter who has turned producer is ARTHUR SCHWARTZ (*Dancing In The Dark*, etc.), who'll do three spectaculars for CBS in '57.

Guitar-slapping GENE VINCENT, who sounds so much like ELVIS, is set to guest on the STEVE ALLEN show. Gene would like a network show of his own.

Pvt. CHARLIE APPLEWHITE, now stationed on Governor's Island, has a disc-jockey show that boosts Army recruiting. It's heard regularly in Southern states and through parts of the Midwest. When ELVIS dons khaki, he's a cinch to get the same.

EVE ARDEN will take ROSALIND RUSSELL's part in Broadway's smash hit *Auntie Mame* when the show tours on the road.

JERRY LEWIS, who insists he's not campaigning for a TVer of his own just yet, would like to play the Palace after JUDY GARLAND finishes her stint there. Both Jerry and BING CROSBY dropped in to see Judy sizzle through her show at the Palace. And neither could resist the temptation to jump on-stage and do a duet with Judy. The audience loved it. Dunno how Judy felt.

Rumors drifting around that MIKE TODD is interested in the possibilities of developing a wide-screen TV set. (Just what GLEASON needs.) And speaking of Mike, ELIZABETH TAYLOR is still saying no to dazzling TV offers, and it's said that her studio isn't preventing her from accepting.

Continued on page 52

BRAND NEW
DIFFERENT! Like nothing you have ever tried before! NOW AVAILABLE FOR FIRST TIME!

Flushes Fat Right Out of Your Body

REDUCE up to 6 pounds the first 2 days... up to 11 pounds the first week...

OR PAY NOTHING!

Just Like A Doctor's Prescription! Revolutionary New Reducing Regimen Guarantees Amazing Weight Reductions Without Fad Diets, Without Intense Hunger, Without Exercise! Proved Safe In Doctor-Conducted Tests!

Just released! An amazing scientific discovery that melts off up to 49 pounds of ugly fat! You lose up to 6 pounds the first two days . . . up to 11 or 12 pounds the first week . . . up to 40, 50 pounds or more in a reasonable length of time, *without* A SINGLE HUNGRY MOMENT, WITHOUT GIVING UP ALL THE FOODS YOU LOVE . . . or you pay nothing!

Yes, it's the amazing discovery you've heard about . . . the product you've wanted to try . . . now available for the first time ever!

It's amazing! It works all the time . . . while you eat, while you sleep, at work or at play, at home or away! Positively fantastic . . . so effective, your friends may barely recognize you as little as ten days from now!

Sound too good to be true? Don't take our word for it! *Prove it to yourself!* Try this amazing plan for 10 days entirely at our risk! It must work for you! Must produce the same fantastic results on your body as it has on countless others in Doctor-supervised clinical tests, or *you don't pay one single penny!*

You have nothing to lose but ugly fat! See for yourself! You be the judge! Read these scientific facts. Then take advantage of this fantastic no-risk offer!

HERE'S WHY OTHER PRODUCTS DON'T WORK!

Here are the facts! Straightforward, hard-hitting facts . . . *just as your own doctor would tell them to you.*

Ordinary reducing plans...the very kind you are probably familiar with . . . cannot, of themselves, reduce your weight! *You* have to furnish the will power. *You* have to do the starving! *You* have to cut down on the foods you enjoy eating! Then, and only then, will you lose weight!

In other words, the very reducing plans you have paid $5 and $10 for, do nothing more than appease or dull your appetite! *You have to do the rest!* And it's not hard to see why . . .

Not one of those passive reducing plans actually works on the root of your problem . . . your fatty tissue itself! Not one of those products helps to *burn up ugly fat . . . to oxidize fat . . . to actually melt that fat away forever!*

And you know it! When you took those products, you did all the work! You took pills and capsules three and four times a day! You turned down delicious foods you loved so well. You suffered week after weary week! And the results? Perhaps if you were very lucky, you lost 5 or 6 pounds.

But how long could you keep up that starvation diet? How long before you sneaked in a snack here and a snack there? How long before you were eating as much as ever? And how long before those ugly ounces and pounds of dangerous, deadly overweight came back to make your life miserable?

What next? If you are like the average overweight person, you tried another plan, and still another. And the results? Always the same heartbreaking story! Little or no loss in weight! Little or no lasting effect. Then what did you do? Were you like the men and women whose utterly amazing case histories were reported in our clinical tests? Did you discover a better, more effective way to reduce? *WITHOUT TORTURE? WITHOUT FAD OR STARVATION DIETS? WITHOUT THE NEED FOR TREMENDOUS WILL POWER?*

THANKS TO THIS AMAZING DEVELOPMENT, YOU CAN REDUCE FASTER AND EASIER THAN YOU EVER THOUGHT POSSIBLE!

Doctors had the answer . . . a reducing regimen identical in principle to the one more doctor's prescribe than any other . . . an amazing combination of ingredients medically proven to be the greatest aid for the elimination of excess fat ever as proved in astonishingly successful clinical tests!

Not a bulk-producing agent . . . *not* a sweet wafer supposed to "kill" your appetite . . . *not* giant pills or capsules, this astounding compound is *like nothing you have ever tried before*, because it has just been made available for the first time ever!

It is guaranteed safe, guaranteed effective, guaranteed to perform not one, not two, but all *three* functions necessary for quick, easy, *comfortable* weight reduction! This is what it does . . .

1. E.E.D.R. flushes away the bloat-like water that makes up to 70% of your fatty tissue! It goes to work the very first day . . . removes that water . . . makes you lose weight fast! Makes you see and feel results almost instantly!
2. E.E.D.R. actually gives you a boost . . . makes you feel peppy and alert. Helps you overcome that tired, dragged-out feeling. Actually may help you feel more vibrantly alive than you have felt in years!
3. E.E.D.R., without filling your stomach with sluggish bulk, works internally on the true center of your appetite! You still enjoy your food, but you have less desire to overeat, and you find it easier to do without fattening, unwholesome extras that are making you fat.

No wonder that when E.E.D.R. was tried on overweight patients in hospitals, results were so astonishing!

POUNDS GONE FOREVER!

Here are the amazing facts! Read them carefully. Think of what they mean if you are a person who must lose weight!

When doctors tested this amazing product on overweight patients, they did not tell those patients to go on a diet! They did not tell those patients what to eat! They did not tell those patients how to eat!

Those patients lost pound after pound of ugly fat . . . up to 12 pounds the first week . . . up to 39 pounds the first month, up to 49 pounds in a longer period of time! Day by day, safely and more quickly, more easily than ever before, their ugly, health-destroying pounds started to melt away!

While they were eating three delicious meals a day, they were losing weight. While they were enjoying mouthwatering steaks and chops, juicy roast beef, vegetables and desserts, bread and butter . . . while they ate the foods they liked, off came ugly inches from waist, hips, thighs, everywhere!

And best of all, in case after case, they actually said they felt better . . . had more pep, more energy, more vitality than they had in years!

And when the tests were over, those men and women showed remarkable weight losses. And they did it without discomfort, without diets, without horrible hunger! It was like a wonderful dream come true! They had actually turned back the clock . . . made themselves look more youthful and even feel more youthful than they had in years!

And what's more, they could stay that way! . . . could continue to keep their weight under control, for as long as they wanted to . . . even the rest of their lives! Because now they had an active, fat-reducing regimen available that would actually help keep ugly fat away!

PROVE IT TO YOURSELF! TRY FULL PACKAGE ENTIRELY AT OUR RISK!

Now you can try this very same tested and proven plan in the privacy of your own home without risking one single penny!

This amazing plan must melt up to 6 pounds of ugly, excess fat right off your body in the first two days . . . up to 11 pounds in the first 7 days . . . or you don't pay one single penny!

These are not idle claims. These are not exaggerations. Your own doctor will tell you the same thing! This plan was proven almost 100% effective in doctor proved hospital tests! It worked for countless other normally healthy overweight folks and it will work for you!

For the sake of your health, for the sake of your appearance . . . even to prolong your life . . . you owe it to yourself to reduce! And in the opinion of our experts the very best way to do exactly that is with the aid of the E.E.D.R. lo-calorie plan.

Now we have done everything humanly possible to make it easy for you. We have presented you with the opportunity to obtain, for the first time ever, the same type of medication doctors prescribe for overweight patients. The rest is up to you. If you really want to reduce, you can. So right now, fill out the enclosed order form, and mail it in the postage paid envelope provided. You'll be happy you did! If you are not absolutely delighted, your money back, no questions asked. You have nothing to lose but ugly fat!

E.E.D.R. IS SAFE!

E.E.D.R. is a safe, tested product proved effective by doctors. It cannot harm your heart, lungs, liver or other vital organs. Any normally healthy person may take E.E.D.R. as directed, with complete confidence, content in the knowledge that it cannot be harmful.

OTIS LABORATORIES, Inc.
2 East Ave., Larchmont, N. Y.

READ THESE ASTONISHING RESULTS OF CLINICAL TESTS CONDUCTED BY DOCTORS!

No other product ever prints actual clinical test results, because no other product can show such astounding weight losses!

1st week up to	12 pounds lost
2nd week " "	24 pounds lost
4th week " "	39 pounds lost
6th week " "	44 pounds lost
8th week " "	49 pounds lost

These tests were conducted by doctors on average, normally healthy overweight persons. Those men and women were NOT told to diet . . . were NOT told what or what not to eat! All they did was TAKE ONE TINY TABLET SMALLER THAN AN ASPIRIN, BEFORE EACH MEAL . . . yet their weight losses were almost unbelievable!

THIS IS THE MOST POWERFUL PROOF YOU HAVE EVER SEEN FOR ANY REDUCING REGIMEN! NO OTHER PRODUCT SOLD IS AS EFFECTIVE AS E.E.D.R.

WHY YOU SHOULD TRY E.E.D.R. . . .

EVEN IF YOU PROMISED YOURSELF YOU WOULD NEVER TRY ANOTHER REDUCING REGIMEN AGAIN!

Are you a person who has tried everything? . . . giant pills and capsules 3 and 4 times a day? . . . fad diets? . . . powders you sprinkle on food? . . . exercise? . . . gadgets and gimmicks? . . . everything and anything that promised freedom from those extra pounds of fat that are spoiling your figure and endangering your health?

Are you a person who swore you'd never try another reducing plan? Stop and think a moment. Wouldn't it be a shame if E.E.D.R. was really the one product that could help you, and you didn't at least try it?

You see, regardless of what you think, regardless of how many times you have been disappointed before, E.E.D.R. really works! Really does everything we claim it will! It's safe, it's quick, it's easy! In doctor-supervised clinical tests, it was proved to be astonishingly successful!

And no wonder . . . For it is the only reducing regimen sold that is really like a doctor's prescription. It flushes away bloat, it keeps you from feeling hungry, and it actually picks you up and makes you feel better than usual while those ugly pounds are coming off! And how they come off — actually faster than ever before!

So don't miss out on this opportunity! Don't turn back now! Even if you have been disappointed before, now you are within sight of your goal. Think of how wonderful it will be to look better and feel better . . . to really be slimmer and trimmer than you have been in years! That's the opportunity that now awaits you! And you can do it all without risking one single penny! Simply send for E.E.D.R. now.

Try it for as long as you like. If you are not satisfied, you are under no obligation to keep it. All you do is mail back the unused portion and get your money back immediately, no questions asked. You are trying, not buying. If you don't get the results you hoped for, you have paid nothing, and at least you have had the satisfaction of trying this amazing new product. You have nothing to lose but ugly fat!

So don't put it off. Act on that impulse! Determine to help yourself . . . determine to have the slim, youthful-looking figure that amazing new E.E.D.R. can help you obtain. And do it now! It only takes a minute to fill out the enclosed order card and mail it in the postage-paid envelope provided. If you are not delighted in every way, all you will have lost is a few minutes of your time. You know we must have great confidence that E.E.D.R. will help you or we could never afford to make this spectacular no-risk offer. So why not send now?

MONEY BACK GUARANTEE

Use a whole package of E.E.D.R. in your own home at our expense! If the E.E.D.R. plan doesn't help you lose up to 6 pounds in the first 48 hours . . . up to 11 pounds the first week . . . If it doesn't make you look better and feel better . . . If you are aren't completely convinced this lo-calorie regimen is the quickest, best way to reduce you have ever tried, don't keep it! Return the unused portion and we refund your money immediately, no questions asked!

It must work just the way we say it does, or you pay nothing!

FREE

INTRODUCTORY OFFER BEFORE E.E.D.R. IS SOLD IN DRUG STORES

Buy 10 day supply (reg. price) $3.00 get FREE 10 day supply (reg. price) 3.00

TOTAL VALUE 6.00

YOU PAY ONLY $3.00

OR

Buy 20 day supply (reg. price) $5.00 get FREE 20 day supply (reg. price) 5.00

TOTAL VALUE 10.00

YOU PAY ONLY $5.00

FOR LIMITED TIME ONLY!

MAIL THIS FREE TRIAL COUPON NOW!

OTIS LABORATORIES, Inc. Dept. M-67, 2 East Ave., Larchmont, N. Y.

Rush my E.E.D.R. immediately! If I do not lose up to 6 pounds the first 48 hours . . . up to 11 pounds the first week, I may return unused portion for full refund, no questions asked —

☐ **Rush one 10 day supply, regular value $3.00 plus FREE 10-day supply . . . a $6.00 value. I will pay postman only $3.00 plus C.O.D. postage and handling.**

☐ **Rush one 20 day supply regular value $5.00 plus FREE 20-day supply . . . a $10.00 value. I will pay postman only $5.00 plus C.O.D. postage and handling.**

(Please print plainly)

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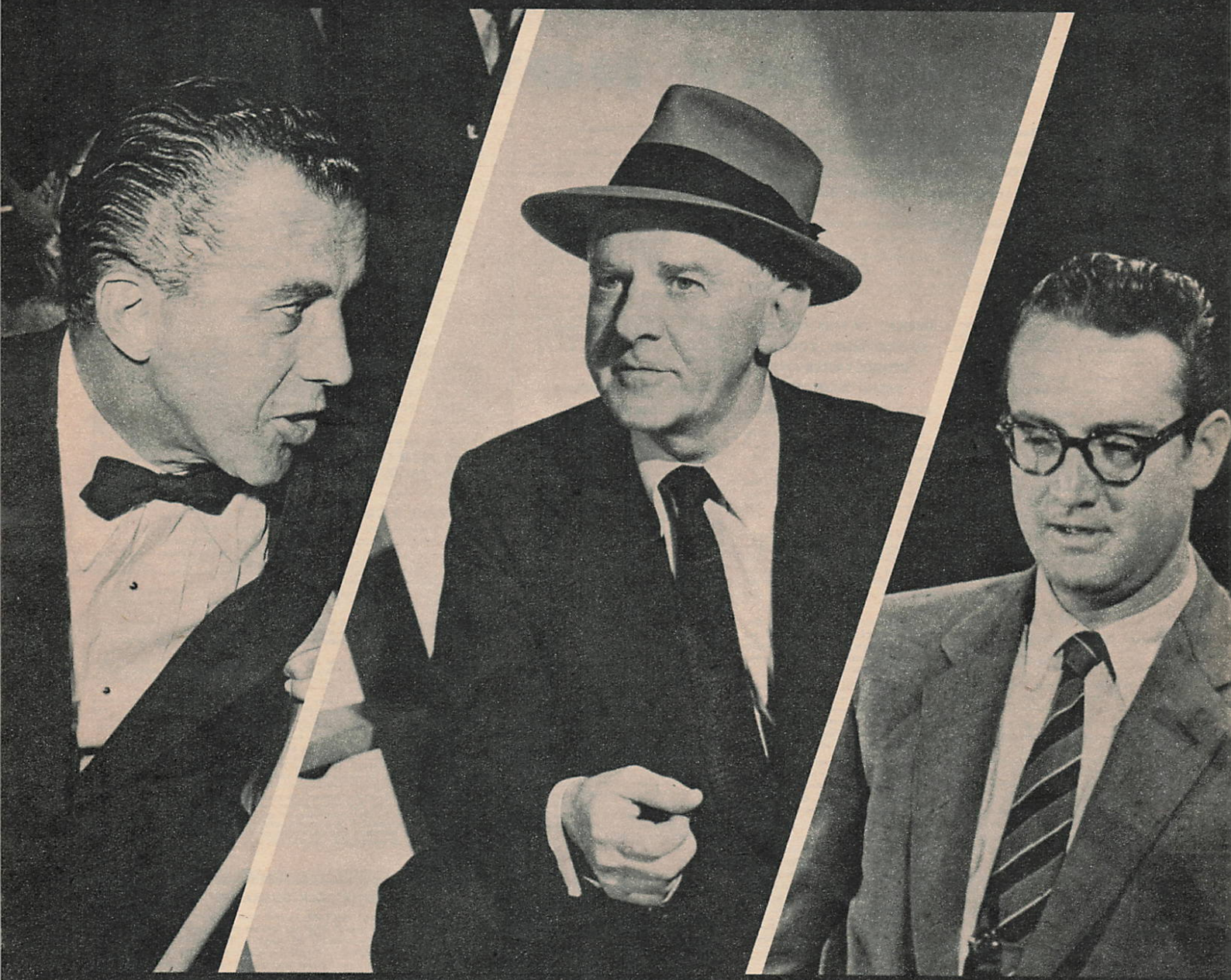
ADDRESS

CITY ZONE STATE

SAVE MUCH MORE! Postal rates have gone up! Enclose ☐ cash, ☐ check, or ☐ money-order for ☐ $3.00 or ☐ $5.00, and you save high postage and C.O.D. handling charges! Same money back guarantee.

why they're sore at Sullivan



Bitter rivalry flames Winchell and Allen feuds with Ed

■ In the entertainment arena many feuds are falsely fostered—coldly calculated to stimulate a fight's excitement and draw attention to the so-dubbed opponents. Such action doesn't describe the real long-time enmity between Ed Sullivan and Walter Winchell. Nor does it appear to cover the newly risen quarrel between Sullivan and Steve Allen.

Sweetness and cordiality pervaded the atmosphere when NBC pitted Allen across from Sullivan last summer. Said Ed, then, ". . . Stuff has been written about my feud with Allen. Actually, we're best of friends."

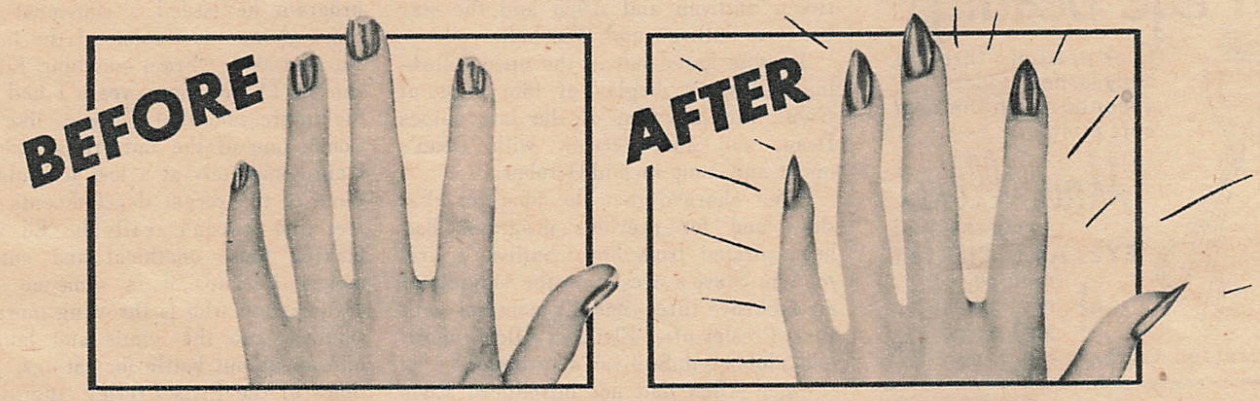
Allen voiced similar tones—"There is no feud," said Steve. "Nor is there any competition between the two shows for acts and personalities . . ."

By the time autumn leaves fell the atmosphere changed. And the *friends* were name-calling. Steve accused Sullivan of stealing his ideas. Ed Sullivan

(Continued on page 18)

HOW TO HAVE LONG BEAUTIFUL NAILS IN 9 MINUTES!

AT LAST! New scientific natural nail compound duplicates and BUILDS OUT ugly short nails. Not a polish. Not artificial paste-on's, but a miracle home treatment to lengthen and strengthen your nails. REPAIRS torn, broken nails quickly . . . SMOOTHS jagged ends easily.



STOP HIDING YOUR HANDS!

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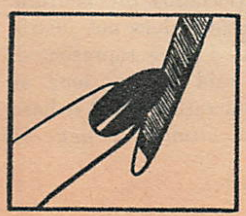
Place nail form under nail and apply powder with wet brush just like nail polish.

When nail hardens, remove nail-form. Nail is now ready for filing and polishing; looks and feels real.



SAFE—this same material is used by surgeons and dentists.
COMES WITH SPECIAL GUIDES to help direct brush strokes.
— Becomes part of your nail. Builds out and duplicates nail to the exact length and taper desired.
STRONGER than your own nails. Can't break, tear or be chewed.
WONDERFUL for nail biters, children, any age. (Even used by athletes to strengthen nails.)
CREATES lasting nails that look, act and feel like your regular nail. Beautiful longer nails that win admiration, make you look glamorous.
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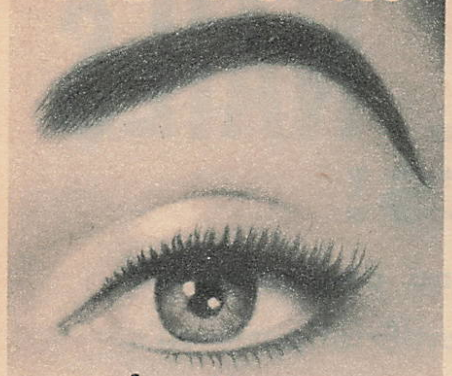
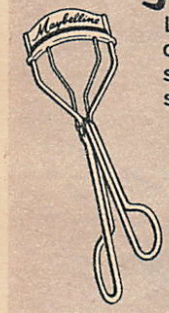


what's new in eye beauty!



Look prettier—through curly lashes in just seconds—with the new soft-cushion

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PROFESSIONAL
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$1 naturally, it's the best.. gold plated
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SPECIALISTS IN EYE BEAUTY

Why Winchell and Allen are sore at Ed Sullivan

Continued from page 16

termed Steve a liar. And a battle royal was in progress.

Because there is no business like show business the ultimate result of the old bitterness of Sullivan and Winchell may boomerang against Allen, so that inadvertently his foe may turn out to be not Sullivan, but Winchell. Complicated? Yes. So, too, are the personalities involved. But before the final possible ending to the battles is explored, it's necessary to explain the skirmish between Sullivan and Allen and the war between Sullivan and Winchell.

Trouble flared out in the open following Sullivan's display of film clips of *Giant*, the last film of the late James Dean, and an interview with Dean's uncle and aunt in mid-October.

Allen charged that the idea for that show and for previous programs had been pirated from him. Sullivan's first *foul*, in Steve's eyes, was the signing of an exclusive three-time TV contract with Elvis Presley *after* Elvis, on Allen's show, had clobbered Sullivan's rating.

Since Allen had not introduced Elvis to TV—Jackie Gleason was the first to slot him on a network show with the Dorseys—Allen's irritation with Sullivan probably stemmed from the price Ed paid for Elvis: $50,000 for three appearances. Reportedly, prior to Presley, the highest sum Sullivan had given to an individual performer was $7,500. The new price ups the level not only for Presley but others, contributes to expense of the already over-swollen budget for TV shows.

Added to that, at the time of the young Rock 'n' Roll king's appearance on Allen's show Sullivan asserted, loftily: "He isn't my cup of tea." Sullivan's explanation: "It was a ruse on my part. I already was negotiating for Elvis to appear on my show, but I didn't want NBC to know."

Another explanation for Allen's anger may lie in his pre-war statement at the start of the season—"Nor is there any competition between the two shows for acts or personalities. There are plenty of comedians and actors to go around." Allen and Sullivan may have had an understanding or Allen may have assumed that a gentlemen's agreement was in effect for the two shows to use different talent.

A second offence which Allen claims Sullivan committed was in entering into negotiations for a TV appearance for Ingrid Bergman. Allen asserted that this action followed his bid for Bergman. Allen also blamed Sullivan for placing Frank Sinatra on CBS a half hour after Frank was on his program.

The action that finally caused Allen's explosion was the incident over Dean. Allen's contention is that Sullivan threw out acts scheduled for Oct. 14 to insert the program devoted to Dean after learning that Allen had planned a similar Dean tribute a week later—Oct. 21.

When Allen heard about Sullivan's program he issued a statement to the press giving his version of the incident. He also said: "From watching Ed Sullivan on TV for many years I had gotten the impression that he was, like Perry Como, one of the industry's *nice guys*. I am completely at a loss to understand some of the recent developments. I still feel that it can't really be Ed who is making these unethical and cut-throat moves. Perhaps it is someone in his organization who is throwing moral consideration to the winds and launching into an all-out battle for ratings. At the times of the Elvis Presley, Ingrid Bergman and Frank Sinatra incidents I was advised that in playing the game like a gentleman I was putting myself at something of a disadvantage, that the opposition (Sullivan) was out for blood and that I had better wake up to the facts and employ the same methods. This advice, however, I chose to ignore. The present case causes me to, at least, re-evaluate my thinking. . . ."

Allen wound up his two page statement: "This morning we learned that the Sullivan Show had cancelled Vic Damone and Imogene Coca and had, evidently in the middle of the night, inserted a tribute to James Dean as part of their Oct. 14 program and contacted Dean's aunt and uncle.

"As I say I find it hard to believe that Ed, himself, could be responsible for such tactics. The public, of course, is entitled to know who is responsible, and for that matter I should like to know myself. I think Ed should reprimand those on his staff who are turning what has been, for my part, a very pleasant rivalry into a sort of two-faced operation where a smile is presented to the TV camera, but it's cloak-and-dagger time during the week. Certainly the neurotic concentration on ratings does not justify this kind of activity I have represented. I have repeatedly said that as long as our show has a good rating—and it has;

Continued on page 61

TO ALL ADMIRERS OF

Elvis Presley

FREE PICTURES

NOW . . . is your opportunity to get free pictures of America's most dynamic and fastest rising STAR.

JOIN THE ALL-STAR FAN CLUB

When you are a Registered Member of this GREAT CLUB, you are adding your voice to tens of thousands of fans. Learn how to get pictures of all your favorites. Inside information on the latest Hollywood doings. Form your own local chapter and receive official fan club material. Correspond with fellow members all over the world.

FREE TO ALL NEW MEMBERS OF THE ALL-STAR FAN CLUB

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4. His life story.
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I wish to enroll as a member in the All-Star Fan Club. Enclosed is my membership fee of $1.00. I understand that I will also receive **absolutely free** all the above mentioned things.

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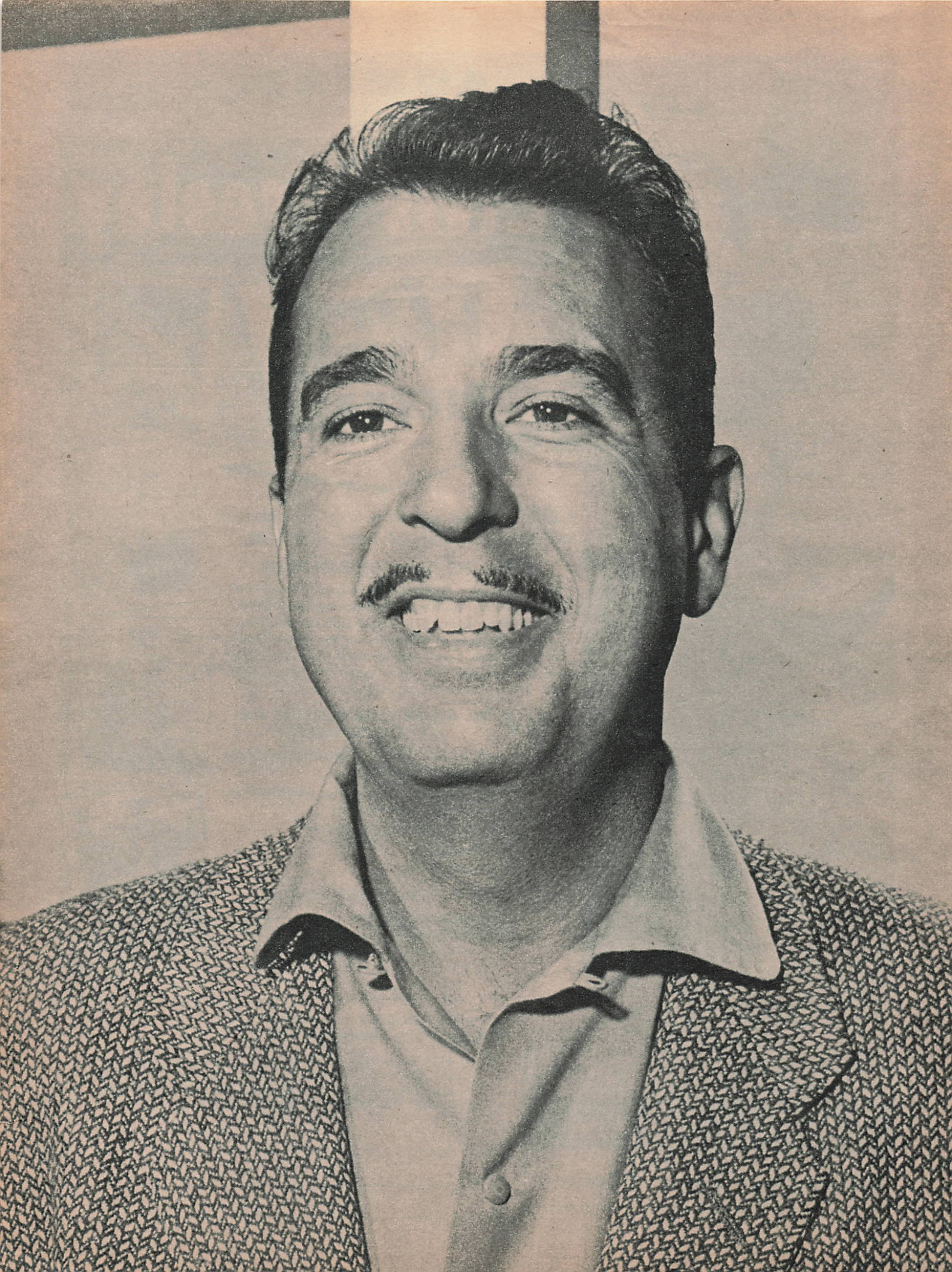


NBC-TV: Daily, 2:30 P.M.; Thurs., 9:30 P.M. EST.

what makes Tennessee Ernie click?

■ "I may not be particularly bright, but I am not going to work myself to death. . . . If I'm not happy, what in the world does it matter how my career's going or how much I have in the bank?"

There, in Tennessee Ernie Ford's own words, you have his credo—if such a high-sounding word can describe such a relaxed design for living. Ernie does not fit the picture of the "typical" high-powered TV personality. Yet make no mistake—easy-talking, slow-smiling, loose-jointed Ernie *is* high-powered. And he *is* bright. He's usually tagged "NBC's answer to Arthur Godfrey." And Godfrey, who last year brought CBS over $2,000,000, is still video's strongest money-maker.

Aside from sponsor appeal, Ernie parallels Arthur in his friendliness, the cozy atmosphere of his shows, his homey American charm that delights the whole family. "I'm flattered and delighted," Ernie says of the comparison. "I happen to think Godfrey's a great artist, and the idea that anybody might think I'm in his league —*I* certainly don't—makes me feel awfully good."

He *should* feel good. At 38 (Feb. 19) Ernie's reached a success to satisfy the most driving ambition. Nine years ago he was an anonymous radio announcer, occasionally doubling as a hillbilly singer. Today he has a daily show that lures the afternoon audience, a nighttime show that's won raves, and a slew of hit records capped by the phenomenal four-million seller *Sixteen Tons*, which climbed to number-one faster than any record ever before.

Somewhere along the line he's also become a national institution. His famous Ernie-isms—"People sometimes come up to me and ask me for one of my 'sayings.' They just set me to squirmin' worse than a worm in a barrel of hot ashes"—are quoted over the dinner table.

Has Ernie battled his way to the top? "If I can't do it easy, I won't do it at all," he maintains, and his career proves it. Tennessee Ernie hasn't zoomed up. It's been a remarkably unstrained, gradual amble.

He got into radio back home in Bristol, Tenn., because one of his teachers thought the 18-year-old could "read right well," and her husband happened to work for the local station. Then, after an Air Force hitch, he headed for Alaska to homestead a farm. He was married by then to his beloved Betty, "the prettiest gal at the PX." Their jalopy broke down in California. There, stranded, Ernie meandered back into announcing.

He soon switched—a natural!—to hillbilly disc jockey. Then someone at KXLA Pasadena thought Ernie could sing. The someone was Cliffie Stone, emcee of *Hometown Jamboree* and now Ernie's manager-producer. Stone dubbed the pea-picker "Tennessee Ernie." Ern's own homespun charm did the rest. He went on to *Grand Ole Opry*, his own TV shows, records, nightclubs. In 1954 he debuted on NBC. All without breathing hard.

Now that he's rich and famous, his only concession is his tailor-made suits and French-cuffed shirts. In them Ernie looks pretty much the dude—and the brush adds a riverboat-gambler look. "I know," he agrees,

(*Continued on page* 57)

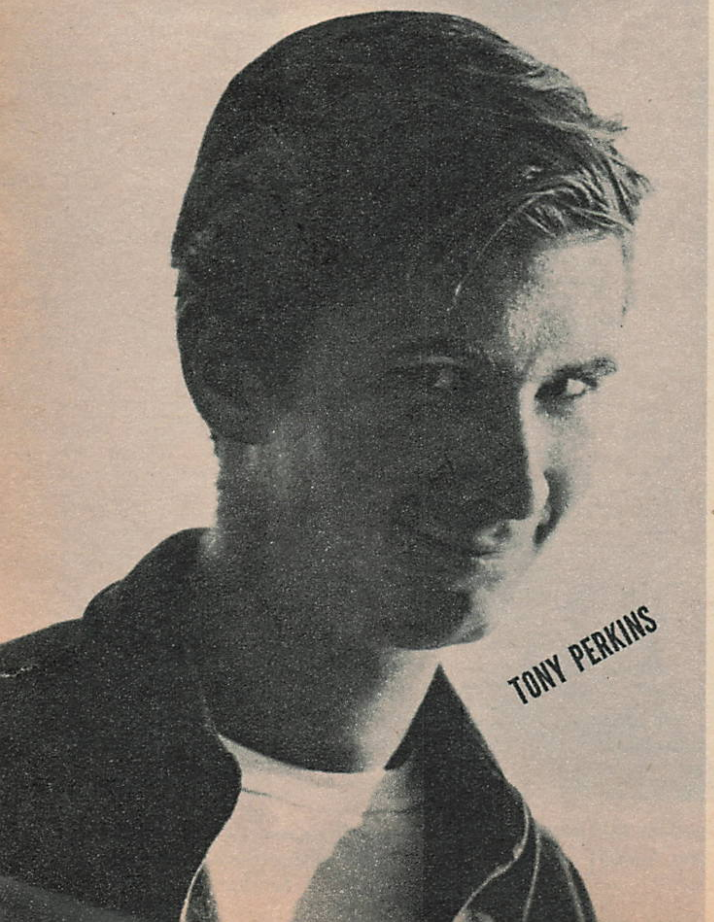
EASYGOING SHENANNIGANS by Tennessee Ernie and his gang (above, crooner Skip Farrell) express Ernie's own personal relaxed friendliness.

who's YOUR elvis' rivals

ESTABLISHED star already (he's 18 Jan. 10), Sal was TV name before films grabbed him for his dramatic power and dark good looks.

LEADING strongly, TVSP's King of Rock 'n' Roll is finding more competition in this new contest where he faces not only singers, but dramatic stars too.

NEWCOMER Tony (25 April 4) is video grad who is now most in-demand young actor in movies after his *Friendly Persuasion* impact.



COMEBACK of ex-child-star Dean (21 March 5) blazed when *Matinee Theater* role drew viewer gasps over his startling resemblance to Jimmy Dean.

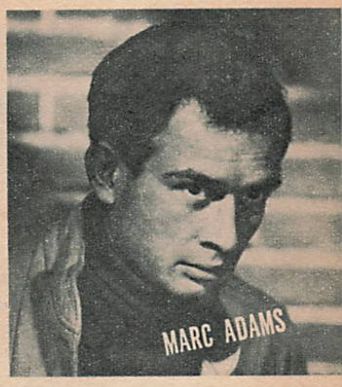
King of Hearts?

TV alum, films *Rock, Pretty Baby, Unguarded Moment*

Ex-Marine. In TV *Cheyenne*, film *Toward the Unknown*

Helen Hayes' son, bowed in *Strike a Blow* (in TV, film)

T-Man turned actor . . . *Girl He Left Behind Him*



Teleplay regular, in movie *Treasure of Golden Condor*

Conflict on TV, "Paris" in movie *Helen of Troy*. Czech

"Smitty" in *Cheyenne* . . . *Battle Cry*, other movies

Leading serious TV actor . . . in movie *Bachelor Party*

Appears on *Ozzie and Harriet*, his folks' TV show; 20

Brother Ricky, 16, seems to top slightly in heart appeal

■ Excitement rapidly is reaching the fever pitch in TV Star Parade's brand-new contest to find television's KING OF HEARTS. Though the search was started just last month, already the ballots and letters are mounting high and the competition is razor-sharp keen.

Early ballot-letters reveal that the field is wide open. Somewhere, you can bet, there's a fan for *every* performer. Once again, however, Elvis Presley is proving his strong appeal. *But*, though many of his followers have responded to Elvis, he is facing stiff competition. In the bout for the title, King of Rock 'n' Roll, Elvis had only one close rival —Pat Boone. In the championship for the title King of Hearts, he has many rivals—so far.

Heading the list of the candidates as we go to press are Elvis, Tab Hunter, Sal Mineo, Ricky Nelson, Dean Stockwell, Tony Perkins and Pat Boone. Dozens of others are crowding close on their heels, however, as many many heartthrobs strike different chords. Singers, dramatic actors and cowboys are pulling in the biggest response.

Who is your favorite? Why do you choose him? Your answer may boost your number-one man to first place and win him the title. Getting the title can be very important to a rising young star. It helps him to get more and bigger parts and shows. It draws attention to him so that he's not just another face in the crowd.

In TV Star Parade's contest the man who draws the most ballots will get the crown.

At the same time that you push your heartbeat to success, you the voter may score for yourself, personally—even if your candidate loses. Writers of the ten best letters explaining why they've made their selections will all receive prizes. These include: letters and autographed pictures from the men of the writers' choice, and a year's subscription to TV Star Parade.

Will Rogers, Jr., whose sprightly *Good Morning* show (CBS-TV) inspired the contest when he interviewed Natalie Wood to get her reaction to Elvis and other dates, heads the list of judges. The genial emcee—son of the late great humorist—is a war veteran, former Congressman and newspaper publisher and father of a college-boy son. He has a knack for taking the pulse of teen-agers to get their likes and dislikes. His program draws many of the young favorites.

Other judges are Muriel Babcock, editorial director of Ideal Publications, and Leonore Silvian, editor of TV Star Parade. The contest closes midnight Jan. 10. Candidates for the title of King of Hearts must have appeared, or are appearing, on television. Letters can be written on the coupon (next page) or separately. All letters should include the coupon or reasonable facsimile.

Write now! Send your heartbeat to stardom. Win yourself a prize.

Winners of the contest will be announced in the April issue.

continued on page 24

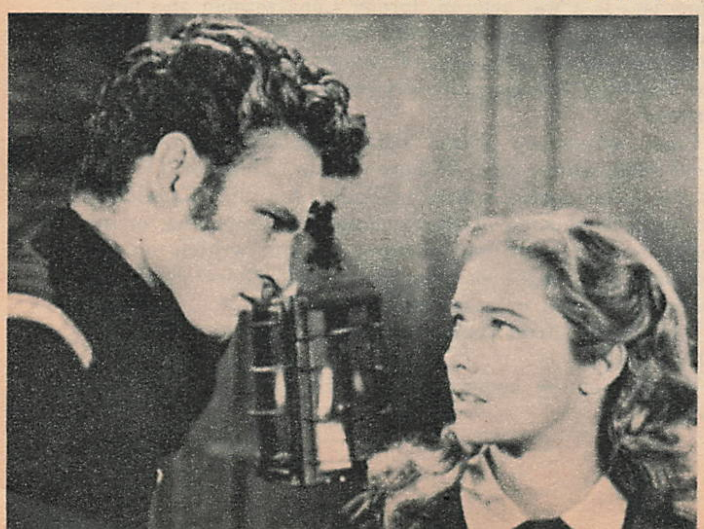
Who's YOUR King of Hearts?

Continued

WILL ROGERS, JR., genial host of the *Good Morning* show, is attractive enough to win our contest—but, as a judge, he's not eligible.

WILL HUTCHINS (with Jim Backus on Conflict) is so handsome it's hard to believe he once aimed for slapstick career.

JOHN ERICSON regularly stars in video drama like Schlitz Playhouse's *The Letter* with Vera Miles, herself a TV find.



TAB HUNTER, fan favorite, this year acted in two strong teleplays: Playhouse 90's *Forbidden Area*, Conflict's *People Against McQuade*.

RONNIE BURNS, son of George Burns and Gracie Allen, started on their series, also free-lances on his own in straight-dramatic roles.

CLIFF ROBERTSON has zoomed like a rocket—3 years ago he was TV's *Rod Brown, Rocket Ranger*, this year with Kim Novak in *Picnic*!

King of Hearts Contest
My heart-stopper is:

.....because (50 words or less. Mail this coupon or a reasonable facsimile)

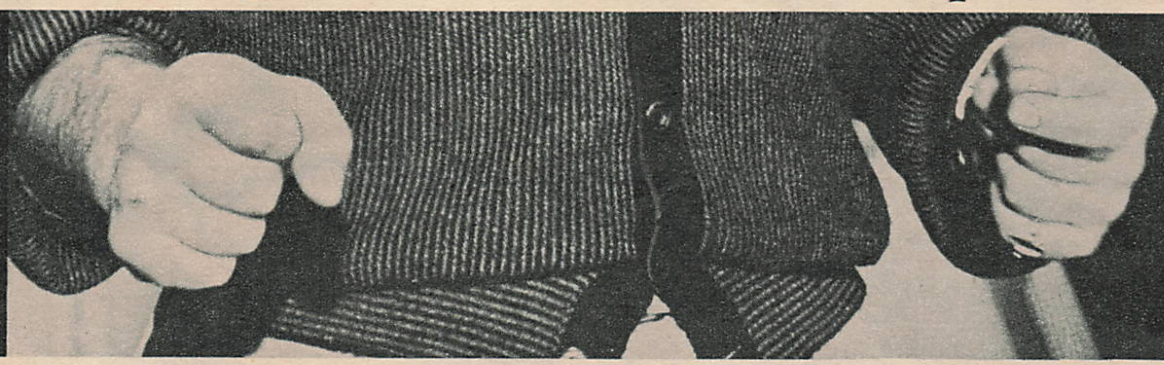
.....

.....

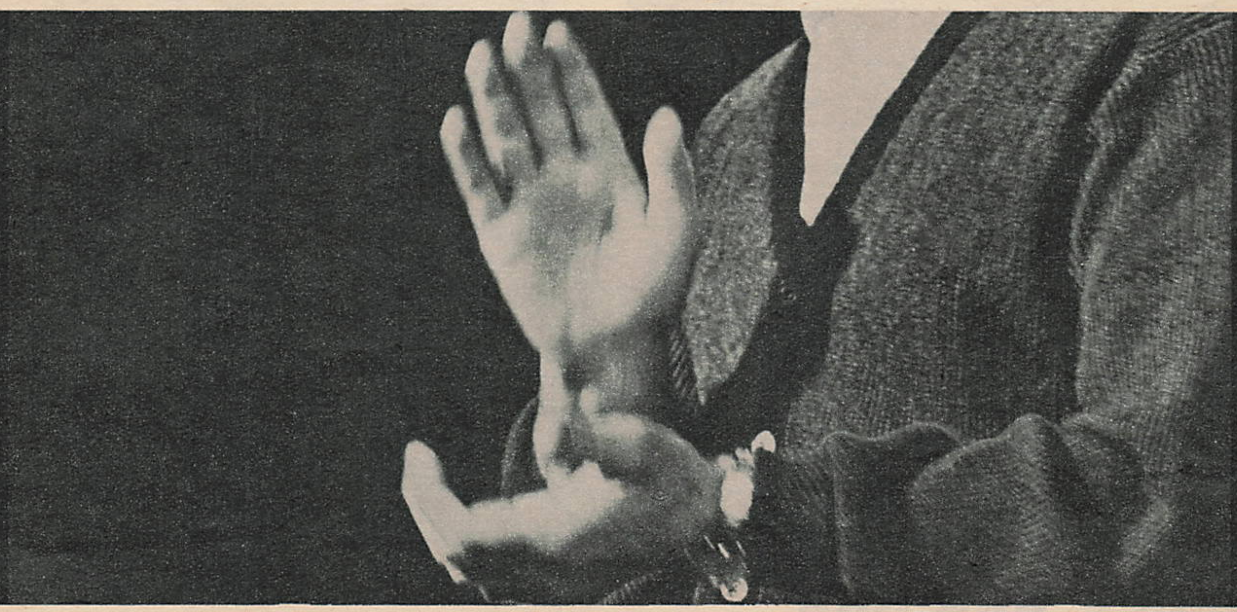
TV Star Parade, Dept. P
295 Madison Ave., New York 17, N. Y.

video's boo-boo . . . Hollywood find of the year Carroll Baker—*Baby Doll* and *Giant*—was banished from television in '52. Weather girl, at 18 for N.Y.'s channel nine, Carroll lost her cue cards one night and solemnly announced: "There is a lot of hot air blowing up from Texas." The fluff ended the blond beauty's job, but sent her to Actors' Studio. There she learned to act and met her husband, Jack Garfein, a young director, and famous director Elia Kazan. Mentor to such greats as the late James Dean, Marlon Brando, Julie Harris and Eva Marie Saint, Kazan predicts even greater fame for Carroll. With her title role in Warners' *Baby Doll* she's well on her way.

You got to . . . accentuate the positive



Eliminate . . . the negative

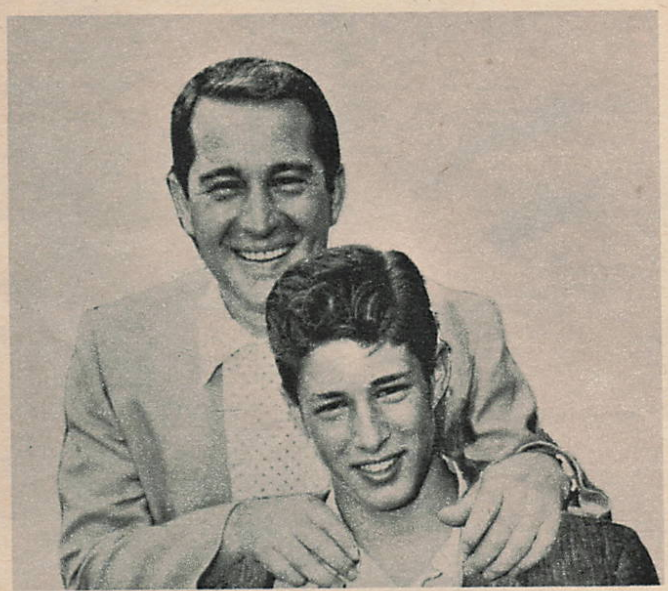


Latch on . . . to the affirmative

BY BEVERLY LINET

Perry talks frankly

about teen-agers and elvis presley



CRUSADER. Perry's eldest, Ronnie Como, 16, agitates against adult headline labels like "Teen Hot Rod," and "Juvenile Delinquent."

SUPPORTER. Perry endorses Ronnie's stand, and explains why he doesn't veto rock-'n'-roll, in an exclusive TVSP interview.

■ Ronnie Como, Perry's 16-year-old son, is normally as relaxed and easygoing as his famous dad. It takes a good deal to rile him.

A few weeks back Ronnie was plainly disturbed as he sat in the den with Perry, reading the evening paper. Abruptly he slapped the paper down on the coffee table in front of Perry. "Look at this, just look at it," Ronnie said excitedly.

"Whoa, there," Perry exclaimed. "What's the charge?"

"Read the headline— 'Wild teen-ager crashes hot rod into a pole.' That's not a hot rod. And how do they know he was wild? Maybe he had a blowout or something. But that's not the point. It's always 'wild teen-ager' or 'juvenile delinquent.' They never say 'middle-aged delinquent' or 'hot-rod *adult* driver!' "

"No, no they don't," Perry admitted.

Ronnie continued, "Why do they keep singling us out? It makes a guy feel it's practically a *sin* to be a teen-ager."

"Well," said Perry, teasing, "they do say our youth is going to the dogs. But, seriously, the situation today isn't unique. In my day older folks said the same things. Oh, the phrase was different—I think we were called 'wild youths' instead of juvenile delinquents."

Ronnie wasn't appeased. In a passionate crusade for *his* age group he continued letting off steam!

"It's always teen-age this and teen-age that. Just because we pick something up, suddenly it becomes a symbol for something wrong. We're picked on for the way we dress, the way we dance. The music we like. And Elvis Presley, there's an example. We went for him because we liked his beat. We can dance to his singing. Is that wrong? Does it make us bad because we like him? Does it make *him* bad because we like him? What do you think about him yourself?"

Perry faked a deep frown: "You mean," he joked, "the boy with the guitar who's going to send your old man back to the barber shop?

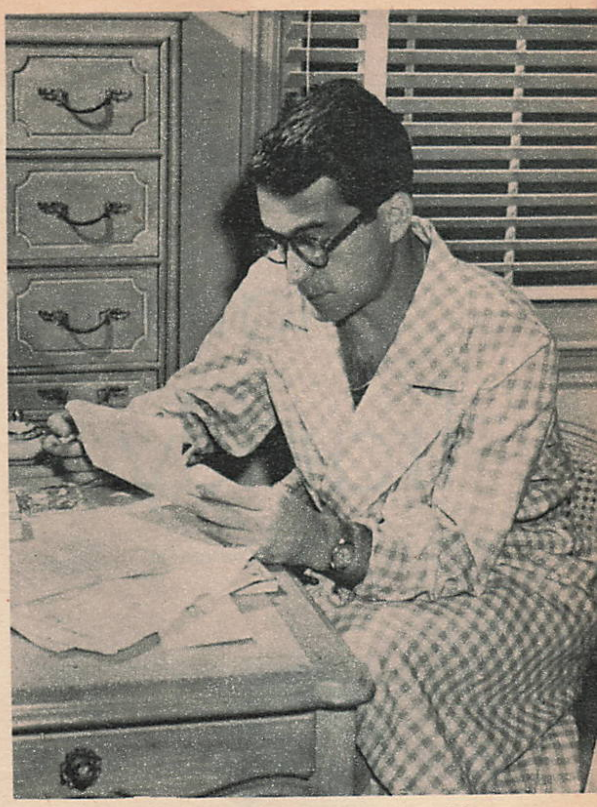
"Well, hold onto your chair, son. I like him. I honestly believe he has real talent. If he didn't, I doubt he could have gone as far as he has in the past year. You have to

(*Continued on following pages*)

Perry talks frankly

Continued

POSTMAN. Perry fills bag with song requests from teen-agers. He considers kids an important audience, invites them to his broadcasts and plans bits specially for them.



FAN MAN. Perry devotes time to his fan clubs, urges his members to organize community aids.

be *more* than a fluke to get that kind of success. Still, there are other rock-'n'-roll singers. So, granting he's an exciting new personality, you answer a question for me. Why do you kids champion him so furiously?"

"I'll tell you what I think," Ronnie replied earnestly. "We don't like to see anyone picked on. And it seems to us that everybody picks on Presley. At first he was just a guy with a beat. But then he became someone to defend, too."

Perry recalled that conversation with Ronnie when TV Star Parade—equally concerned about the problems of teen-agers and the unfair way the majority are criticized along with a minority—asked Perry for his opinion.

Perry's teen know-how, while always sharp, is even more acute now that Ronnie has joined the fold.

He discussed rock-'n'-roll. "Nothing," Perry said, "can convince me that music makes kids wild. As Ronnie explained—they have found this thing. Why take it away from them? As for the lyrics of some songs, I'm sure teen-agers don't pick them up for *double entendres*. Rock-'n'-roll just happens to be the rhythm that's caught them. I can't see where dancing to it incites a kid to trouble.

"I remember when we had the Charleston, the Black Bottom and the rest. Real jazzy. One night there was a dance in my home town, Cannonsburg. Everything was fine until a fellow from the next town tried to cut in on a local fellow's special girl. Suddenly there was a free-for-all. Everybody was swinging. Was it the dance or the music that started the trouble? If the band had been playing a minuet, there still would have been a fight."

Perry's interest in teen-agers, their problems and their likes and dislikes, is specially absorbing. He's concerned as a father and as an entertainer. Silver-fringed and 44, Perry remains as big a hit with today's teen-agers as he was in the late '30's and '40's with the youth of yesterday and the day before. Perry's always considered kids an important part of his audience. He pays attention to their fan clubs. He invites them to his broadcasts. But, despite a real love and interest for kids—because of these feelings—he is stern with them, too. He doesn't let their exuberance go out of bounds.

His shows are always packed with large groups of teen-agers, yet they rarely scream or squeal. There's a reason. During the warm-up before he goes on the air, Perry makes a talk which he directs to the kids.

"Scream now, if you want to scream, kids," he'll say, "but please don't holler during the show. You'll spoil it for the people looking in. The sponsors won't like it—and it'll be back to the barber shop for me."

Following such cautionary remarks, the kids usually are Sunday-school behaved.

"Of course," Perry said, "there are exceptions. Usually it's someone who's never been to the show and feels she has to make some noise to let her friends listening in know that she's there. It happened when Tab Hunter was a guest. I was in the middle of a song when a girl noticed Tab in the wings. She gave a scream. After the show was over, I commented, 'I don't know which one of you did it, but I'm a little disappointed.' One of the regulars pointed to the offender and said angrily: 'We didn't do it, Perry. SHE did.'

"The guilty girl's face turned red, and my heart went out to her. I took her aside and we talked. I explained how her action reflected badly on her, me and Tab. I tweaked her pony tail and we shook hands as friends."

That girl became a member of Perry's faithful, returning to the studio every Saturday whether she had a ticket or whether she was left standing at the stage door. She behaved like a perfect lady, but for weeks the other regulars refused to talk to her. She had violated the code.

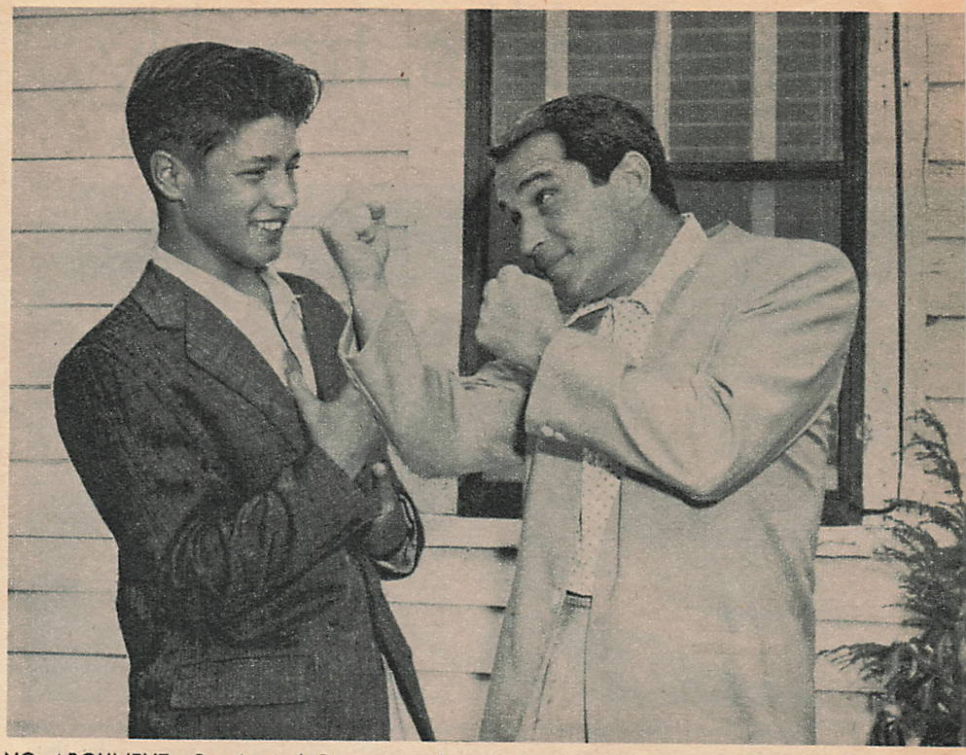
Perry has the teen-agers in mind when he plans his pro-

Continued

ADMIRER. Perry says Elvis has talent and "is no fluke."

Perry talks frankly

Continued



NO ARGUMENT. Ronnie and Perry spar, but they're in solid agreement that most teen-agers are not wild and that rock-'n'-roll music doesn't turn them into delinquents.

gram, always making sure there's something in it of particular interest to them. He does this with music, often including rock-'n'-roll, and in his selection of guests such as fan favorites Sal Mineo, Natalie Wood, Julius LaRosa.

Natalie appeared on the program with Tab Hunter. There was a big discussion as to her bit. Tab was going to skate, but there was a problem about what Natalie would do. Natalie modestly confessed she could sing "a little." Tab asserted: "She does a mean rock-'n'-roll, too."

Natalie was reluctant about displaying the dance. She felt intimidated by the bad reaction of adult TV audiences to rock-'n'-roll.

"Go through the dance for me, honey," Perry said. "If I feel there's something objectionable about it, we'll drop it."

Natalie did. The dance stayed in the show.

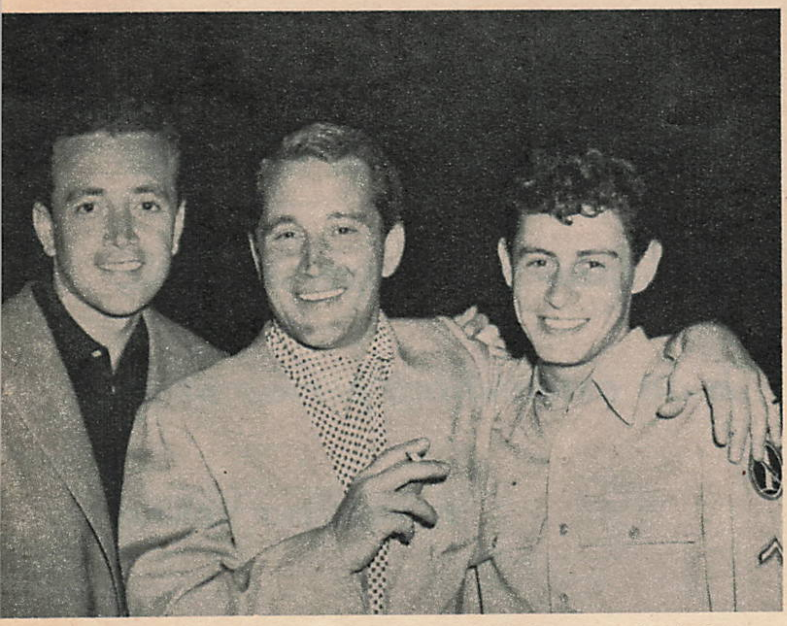
There were no complaints, and in fact the number brought Natalie probably her best TV role—a lead in the play *Carnival* on Kaiser Aluminum Hour.

Natalie remarked: "I'm sure if I had done it anywhere else, the dance would have been branded shocking. But since Perry okayed it, no one gave it a second thought."

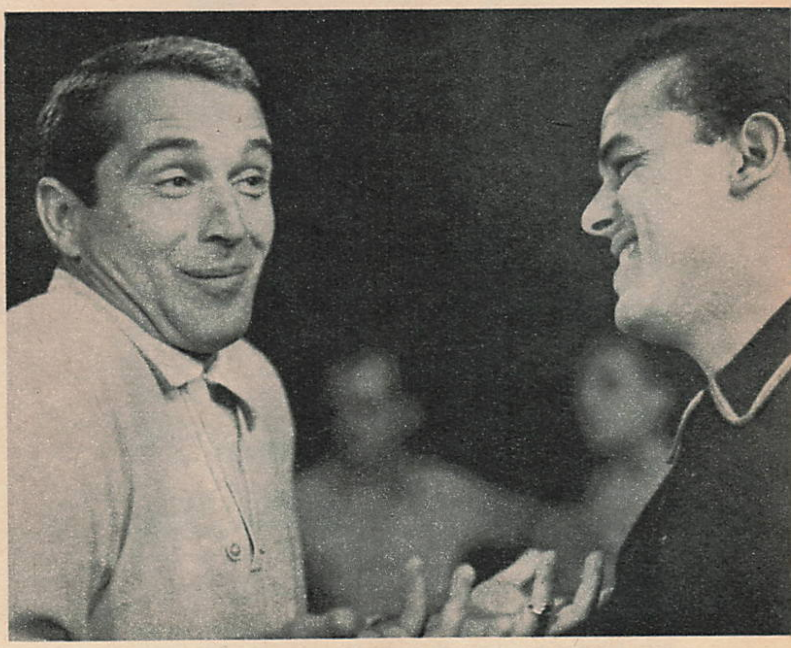
Despite his close contact with youth, Perry—like many another parent—sometimes finds teen-age fads "a puzzlement."

Take clothes, for instance. Last fall Ronnie introduced Perry to a pair of faded but new blue jeans. Day fell upon day and Perry became better acquainted with them, as the outfit and Ronnie were inseparable. Finally when Perry noticed how frayed were the edges and shiny the seat, he could contain himself no longer.

"Say, Ronnie," he said, "what's with those jeans? You know your old man can afford a pair of pants or two. I like informality myself, but enough is enough."



EARLY BACKER. Vic Damone and Eddie Fisher guested with Como early in their careers as Perry "got with" the kids' favorites.



LAROSA FAN. Perry gave Julius a big boost and an opportunity to honeymoon at home by placing him in his spot on show last summer.

Ronnie answered the complaint: "Aw, you know I have suits, but these are more comfortable and convenient. All the guys wear them."

Perry planned to protest, and then he reflected that he has been accused of overfamiliarity with favorite sweaters. He knew how a man can get attached to some items. So he effected a compromise with Ronnie. He could wear jeans, but when a pair reached the too shiny, possibly dangerous stage, they were to be replaced.

Not long after, on New Year's Eve, Perry almost regretted his attitude toward jeans when Ronnie, in a tuxedo, presented Perry with a different problem. Ronnie and his friends had decided to celebrate at home, but to get with the occasion by dressing. Perry was lost in admiration over the sight of his son in a black tie. He was delighted, too, with the kids' decision. Though he has confidence in Ronnie's driving, Perry knew he would have more peace of mind if he were not out on a holiday night.

The party was to begin at nine. Around 7:30 Ronnie sauntered over with a request. "Dad, could you help a guy out? One of the fellows—his car broke down, and there's no bus from his girl's house to here. And, well, walking a girl in a *formal* in the slush—"

"I'll be glad to pick them up," Perry volunteered.

"Gee, thanks," said Ronnie. "I hoped you wouldn't mind. And maybe, since you're going that way anyhow, would you please pick up my date . . . and Jim's . . ."

By the time Perry got into his overcoat, the number had gone up to five girls and their escorts. While Perry was out chauffeuring, Roselle was busy checking in the pantry. She had spent most of the day in the kitchen, making sure there were plenty of tempting dishes for the buffet supper.

By 10 P.M. the party was in full swing in the playroom downstairs. Roselle and Perry were in the living room. They were dying to know how the party was going, but they wouldn't intrude on the youngsters.

About 11:30 Ronnie came upstairs with an invitation. He said the gang would like to say hi.

The Comos smiled and nodded, but remained seated. Though dying of curiosity and eager to go downstairs, Perry said in his most nonchalant way, "Sure, soon as we finish coffee."

A little later Perry and Roselle went down. As soon as they approached the playroom they knew the party was a success. The kids were dancing. Perry's eyes wandered to the buffet to see if he could have a snack. Roselle looked in the same direction. The wonderful food had hardly been touched. The kids had been too busy to eat.

Thinking back on last year's holiday, Perry reflected: "It brought home to me that kids need neither fancy food, money nor mischief to have fun. Give them records, a place to dance or have games, a place where they feel welcome. And a place where they're not always on review—being judged and criticized.

"Dungarees, rock-'n'-roll, Elvis Presley, too little money, too much money—they're just excuses, something adults try to blame for their own consciences. Given understanding, time and attention from their folks, most kids will never get into trouble.

"Love still remains important. All the rest is talk."

TV Star Parade agrees with Perry and thinks a song Perry made a hit—"You have to accentuate the positive"—is a good rule for adult to teen-ager, too. What do you think?

'RITHMETIC is straight-A Brenda's pet subject, so she gets tougher problems than do others in her 5th grade.

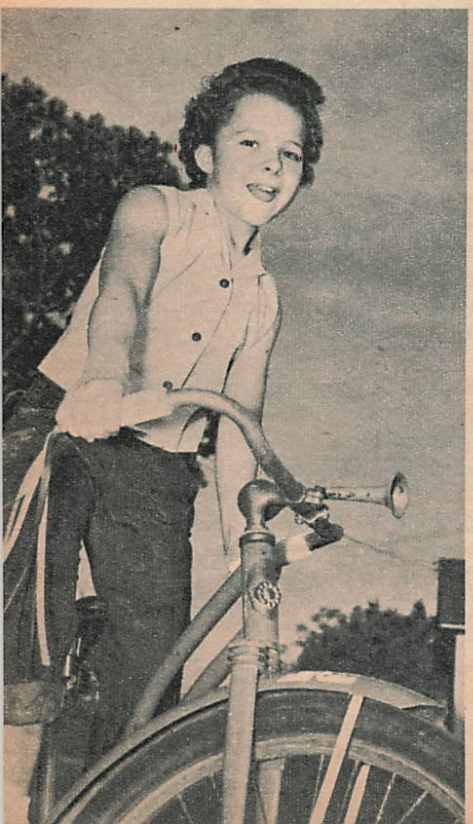
Brenda Lee appears on Ozark Jubilee *with Red Foley, ABC-TV, Sat., 10-11 P.M., EST. American Chicle Co.*

Fabulous Brenda Lee, pint-size feminine challenger to Elvis, is an astonishing person at 10

By MILLICENT MORTON

KID WITH THE

RACING on bike, she's a daredevil tomboy, has the friendliness of the athlete.



ROMPING in playground, she's popular with other kids, who don't think of her as The Star.

RIDING a horse wins schoolmates' admiration more than her video and record fame does.

ROCK-'N'-ROLL a la Brenda is a blockbuster, yet all the while she stands quietly, no "elocution-school" gestures—a little girl earnestly singing her piece.

■ A flash bulb popped in the center of the thick crowd in the Manhattan hotel lobby. "That's Brenda Lee," one of the girls behind the reception desk whispered to the other. "You know—the TV star." Another blond, minked glamour girl was meeting the big-town press, it seemed.

Then the crowd parted, and the center of all the attention, the cause of the excitement, was revealed. Perched on a suitcase, doodling on a slip of paper, was *Ozark Jubilee's* Brenda Lee. She wasn't platinumed or minked, of course. In freckles and dainty blue cotton, she was the fabulous ten-year-old who may well be one of the great rhythm singers of our generation.

Brenda's sturdy little-girl body encloses a voice worthy of a seasoned entertainer three times her age—she has hi-fi power, a remarkable sense of rhythm, a real style with a lyric. Maybe that explains why she's something rather rare among child stars: Since Brenda's success doesn't depend on her years, she doesn't lisp or posture in a self-conscious attempt to be "cute." Even at ten, she's already a person—direct, honest, sober, not a prattler. Looking at her, you know she's thinking all the time, figuring things out. Suddenly, out of nowhere, she'll ask an amazingly astute question in her husky-voiced Southern drawl. Noticing that a "newspaper lady" wore an engagement ring, Brenda asked, "Are you getting married soon?" The yes answer inspired another question from the child, a startling one: "Are you glad?" And Brenda studied the interviewer's face politely, but very seriously.

She doodles almost continuously, and if she likes you she gives you one of her drawings. More often than not, they turn out to be cartoons of Elvis Presley, for she sketches Elvis over and over. Is he her idol?

"He's good, but I'm tired of him," Brenda explained once.

Long before she or most people had heard of Elvis, Brenda was using the funny little voice break, "Sta-ar," that's so much like Elvis' trick and that, coming from the pint-size rock-'n'-roller, captivates adult fans.

When she first guested on the Como show this fall, she shared billing with Frankie Laine, no slouch himself when it comes to belting out a song. At the first rehearsal it was Brenda's turn to run through her number. She walked over to Perry quietly and, with few gestures, stood there like a good little girl reciting her piece—which happened to be a mighty rock-'n'-roll blockbuster. Then she went back to her comics.

Laine, Como, everyone in the rehearsal hall was "knocked out!" In three minutes Brenda had been accepted as an equal by two of the top old pros in the land. For three minutes they forgot she was a little girl.

But then, as the fascinated men talked with the prodigy, they remembered. As always Brenda's earnest charm, with no putting-on, absolutely floored the adults. Perry and Frankie ended by borrowing a couple of Brenda's spare comic books, and the three singing stars sat in a row, busily reading.

When the show finally went on the air, Brenda didn't fancy-up her delivery. She sang the way she had at rehearsal, the way she does on *Ozark Jubilee*, the weekly ABC-TV Country and Western telecast where she's been a regular for almost a year now. She stands quite still, arms at her sides. Maybe her foot taps a little when the beat gets rolling. Sometimes her shoulders jiggle, just the tiniest bit. As they proudly boast around *Jubilee*, "None of those elocution-school gestures for Brenda!"

Her smile is rare and—when it does come—lovely and joyous. On-camera as off, Brenda doesn't simper with the over-energetic charm many stage children develop. Yet she's a show-business veteran.

Born Brenda Lee Tarpley in Atlanta, Ga., on Dec. 11, 1946, as a baby of three she was already re-creating the songs she heard on the radio. At five she was picked to represent her Conyers, Ga., grade school in a school-sing competition. Singing *Slowpoke*, Brenda won a trophy, but had to give it to the school. "Doggonit," she vowed, "from now on I'm singin' for me."

Sure enough ever since, Brenda has been pretty steadily "singin' for me" on radio and TV.

Last February she and her family were living—and Brenda was singing—in

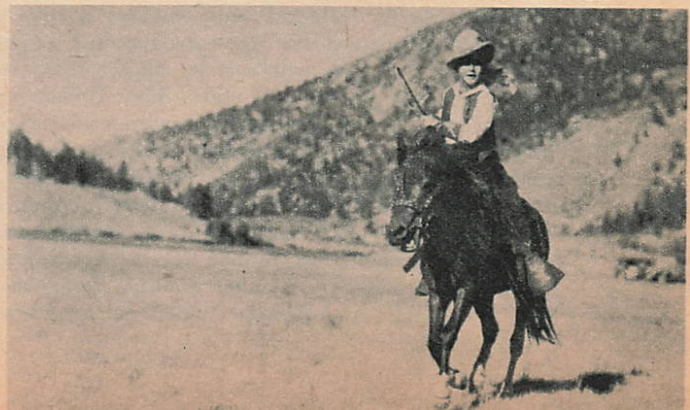
(*Continued on page* 56)

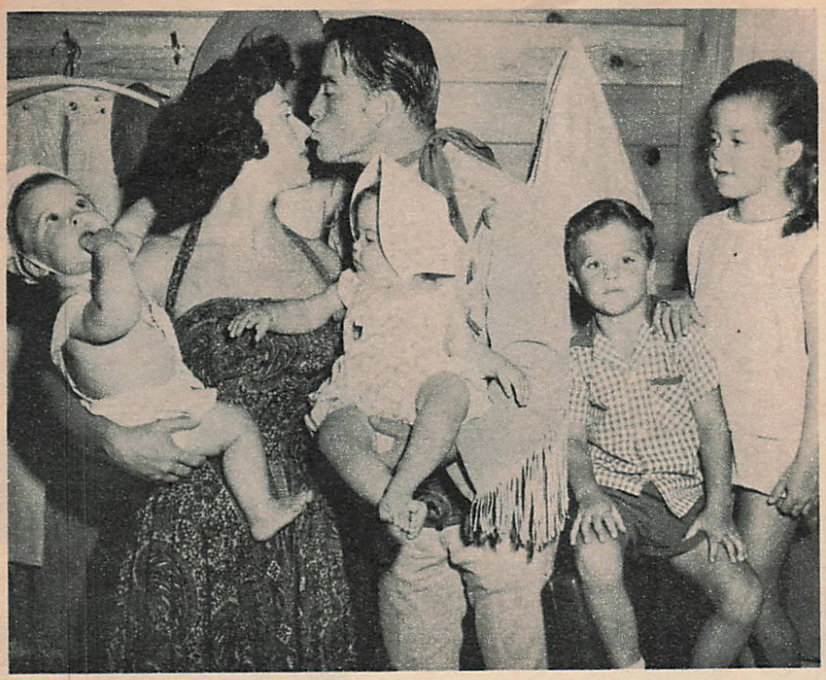
PARDNERS. Dick, Gene Autry and Jock Mahoney. Title star of *Buffalo Bill, Jr.* (left) Dick is Jock's side-kick on *Range Rider.*

Dick Jones

COMEDY. After debut in Hollywood as a stunt-man of six, Dick went on to more than 100 movies

COWBOY. His first full-length movie, *Moonlight on the Prairie,* released in 1935, satisfied Dick's idea of a real he-man's role.





PLAIN FOLK. Betty and Dick shun night clubs, prefer evenings at home with twins, Jeffrey and Jennafer, and Buck and Melody, or with young Bible study group.

PUNCHER. Dick donned his first cowboy suit at 3, left, had his own pony, Rosie, at four, and at five was a trick rodeo rider.

Cowboy by choice

including *Our Gang* comedies. Scene in 1936 (left) shows Dick on the end of a chorus line.

NEWSBOY. Derby and suit restrained the seven year old boy though he played in western with Wayne Morris.

■ In the person of Dick Jones, a young cowhand goes riding out, 'most every night, on video's Western screens. Star of *Buffalo Bill, Jr.*, sidekick in *Range Rider*, and broncho buster in a dozen other prairie tales that keep reappearing on TV, Dick Jones is a most looked-at cowboy. As a rider who mounted pony at three years of age and has made more than 115 video hoss oprys plus full-length Westerns, Dick has a right to be saddle-weary at 29. Yet, he'd rather hammer and saw—as he did at 20—than trade in his horse for the sleekest Jaguar-type acting role.

At age five Dick was the boy-wonder of the rodeo circuit, billed as "the world's youngest trick rider and roper." That year Dick had his own radio show, *The Little Cowboy Rambler* on station WRR Dallas, a ride away from his home in Snyder, Texas. Hoot Gibson discovered Dick performing at a State Fair and brought him to movies. Dick became a Hollywood stuntman at six, going to work on Warners' lot for *Wonder Bar*.

Riding and roping was Dick's idea then—and now—of a real he-man's job. But, as it happens in Hollywood, his ambition was sidetracked by the movies. Hollywood took the rugged seven-year-old cowboy and dressed him in fancy duds. A spoofing *Our Gang* comedy even put him in a girl's dress. But, most often Dick was cast as the hero-as-a-lad. He played John Wayne, Cary Grant, just to mention two. "I probably played more stars-as-children than anyone in the business," Dick recalls.

Dick didn't mind Daniel Boone, projecting Pinocchio's voice for Walt Disney or some of his other roles, but his heart wasn't with the Lord Fauntleroy parts. When Dick was 15 he left Hollywood to become radio's third Henry Aldrich. The series replaced him with a fourth two years later when the Army shipped Dick to Anchorage, Alaska, in 1944. Christmas Day, 1946, Dick took off the uniform of a staff sergeant.

Though Dick had amassed some 100 screen credits before going into

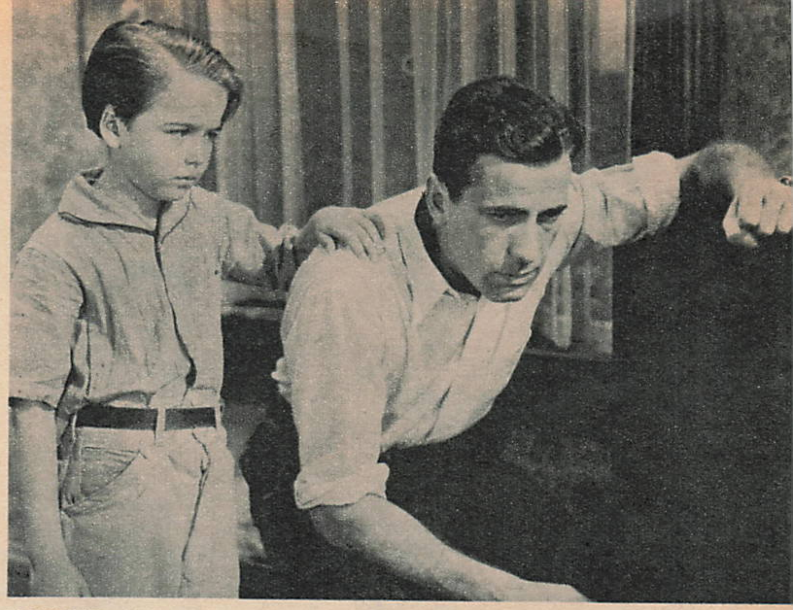
Continued

Buffalo Bill Jr.; Range Rider. ***See local time listings.***

DICK JONES—

COWBOY BY CHOICE

Continued



FAVORITE SON. Dick played Humphrey Bogart's son in *Black Legion* in '35, the first of many son roles. He was also favored in star-as-a-lad parts.

MORMON BOY. Star-as-a-lad role in 1936 was Dick Jones' portrayal of *Brigham Young* in the movie of the same name.

PIONEER. Dick drew the part of the frontiersman as a boy in the

VIRGINIAN. Dickie was cast for Cary Grant in *Howards of Virginia*, also in '40.

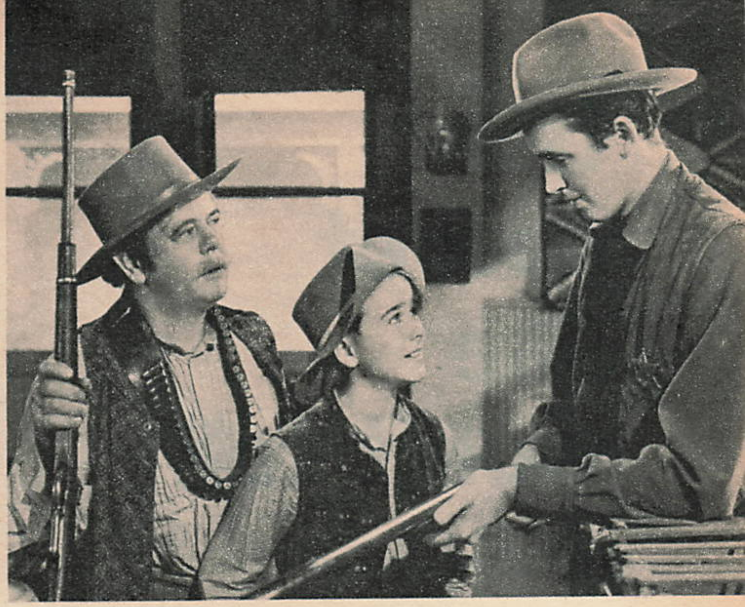
service, he decided he was through with movies. He didn't fancy himself as a juvenile. He had decided he preferred the outdoor trade of journeyman carpenter to drawing-room comedy. Dick married high-school sweetheart Betty Bacon, and had settled down to his craft when Gene Autry loped along in 1949. He remembered Dick from movies and decided he belonged in the Flying A Productions. Next year Dick was co-starred with Jock Mahoney on TV's *Range Rider*. Last spring Autry created *Buffalo Bill, Jr.* as a starring vehicle for Dick.

"Dickie's just about the finest young actor in Westerns today," Gene boasts. "What's more, he's a natural-born cowboy."

Dick's private life reveals a Western streak. Living in the center of the entertainment world, Dick and Betty seldom step out. They belong to a young couples' Bible study group, and they spend a great deal of time with Melody and Ricky (called Buck) and the infant twins Jennafer and Jeffrey. They live in an eight-room ranch house on an unpretentious street in Burbank. Dick built the pine paneling in the den and much of the furniture. Since the twins came, Dick has been searching for a ranch. "When I find the right spot, I intend to buy it and start building up a herd of pure-bred Herefords. We'd live there, and I'd do most of the work myself."

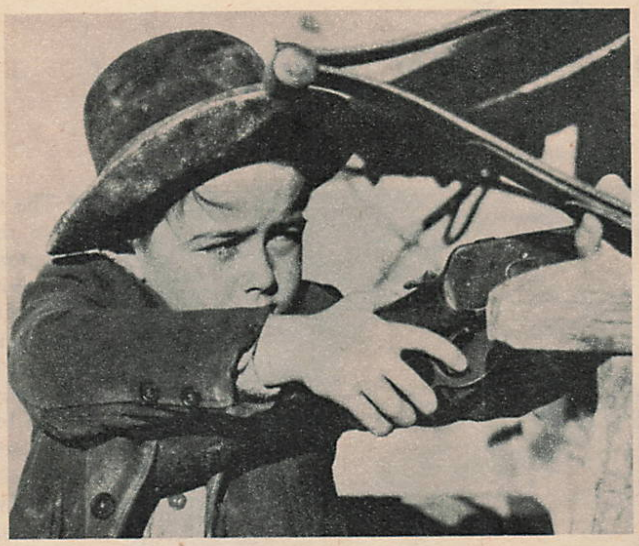
Presently Dick quarters his six horses in stables in San Fernando Valley. Along with finding room for the family, he's specially interested in stables for Black Ed Echols. On him Dick's proved a genuine cowboy by winning rodeo championships.

FAVORITE BOY. Jimmy Stewart had no objections at all when Dick was cast with him twice in one year. Above, widely cited *Mr. Smith Goes to Washington.*



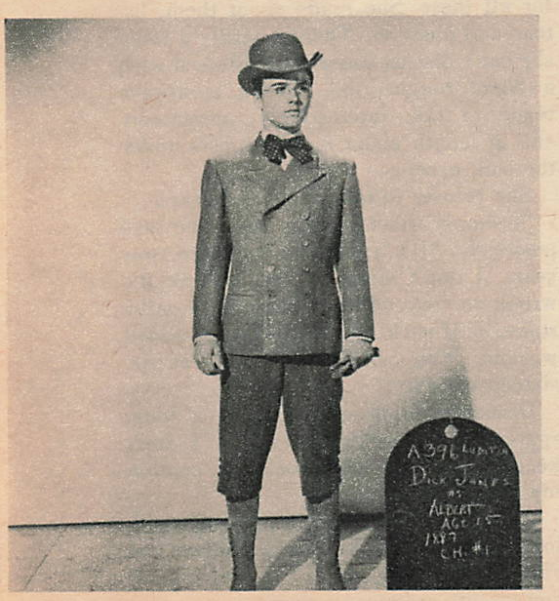
FAVORITE ROLE. The Western, *Destry Rides Again*, made also in 1939 by Dick with Stewart and Winninger, was preferred by the 12-year-old.

picture of the life of *Daniel Boone* made with Heather Angel when he was 10.



FRONTIERSMAN. Dickie played John Wayne as a youngster in *Wagons Westward*, released in 1940.

HENRY III. Dick was the third Henry Aldrich on radio. Jackie Kelk was Homer.



VICTORIAN. In 1943 Dick drew the starched role of Alan Joslyn as boy in *Heaven Can Wait.*

OWN BOY. Dickie, as himself, with his mother, Mrs. La Verne Jones, in New York days of radio.

the secret she won't tell

BY MOLLIE WILLIAMS

WHISPER IT, urges guest star Rory Calhoun on *December Bride* set.

Frankly delightful Spring Byington explains reasons for hiding a fact

DON'T DODGE, exclaims the star of all mothers-in-law while she maintains sealed lips.

■ The French have a phrase—joy of life—for the wonderful happiness Spring Byington has and shares.

A dainty bird of a woman, she can breathe excitement into the growth of an ivy plant, and make a church supper seem as glamorous as opening night at the Metropolitan Opera.

Her lively curiosity toward the world about her is as avid and delightful as the child just learning to talk. Joy in something new becomes something to transmit to others, something to participate in.

It also keeps her young and makes Spring a ready companion for every age.

Take birds and animals, flowers and hot rods, meteorology and science fiction—Spring is consumed with interest for all these. She reads about them, listens and observes. There's hardly a topic she can't discuss knowingly. Blessed with a fluent tongue, too, Spring is always ready to talk interestingly, animatedly and at length about most subjects under the sun, except—

She refuses to talk about her years.

"I simply won't give my age," she says positively. "It's a mistake to dodge your years. I don't mean to, but I think it's wrong to tick off each year as a milestone, as if each 12 months brings added wisdom. You can be dull—old—at six, sixteen or sixty."

Discussing rich memories of a long, sparkling career, Spring says: "I don't keep notices or scrapbooks. I contain my experiences."

And therein lies part of Spring's philosophy of life—a belief that unless you absorb what happens to you and around you, events are meaningless.

Perhaps there is a little vanity in

TELL THE SECRET, pleads Chrissy, who confides in Grandma even when she's been naughty. But Spring only laughs and plays.

Spring's refusal to give her birthdate. But certainly she gives aid and comfort to many persons—viewers who identify themselves as her contemporaries. Watching her performance on *December Bride*, women, anywhere from forty up, draw inspiration from her portrayal of Lily Ruskin, the ideal mother-in-law, the middle-aged lady who refuses to settle in a rocking chair, a woman who finds fun though no longer a young matron.

In these respects Lily Ruskin *is* Spring Byington. The video and actual personalities differ only in a single respect. Lily often seems helpless and flighty. Spring, who's earned her own living since she was a teen-ager and raised two daughters, is neither.

She lives alone in a small house on a hill in Hollywood. "It's not my ideal, but it was all that was available."

Not overly domestic, Spring had a hotel room when daughter Phyllis and family were transferred to the Coast. They asked Spring to rent a place, but it was wartime. So Spring bought a house and the Baxleys moved in with her.

It was a situation like *December Bride*, and Spring managed being a mother-in-law with the same grace and tact. "We figured out a time for everyone based on activities. The afternoon was playtime for my grand-daughter. The early evening, my time, the quiet time when I memorized. Phyllis' province was the kitchen. She's an excellent cook—I have only about five meals which I can serve."

Nowadays the Baxleys live two blocks down the street with their two daughters. Spring's other daughter Lois and grandson live in Santa Barbara.

Spring's attitude toward life was influenced by her mother, Dr. Helene Byington. Spring's father was a college instructor. Living on a campus, Mrs. Byington took advantage of the situation and signed up for courses in college. When Spring was a child, the professor died. Mrs. Byington decided she either had to earn a living or go to relatives. Seeking to help herself, she added up credits and found they amounted to pre-med requirements. The widow determined then to become a doctor. She was approaching middle age when she was graduated from Boston University's College of Medicine and began practice.

Spring was placed in a similar position when her own daughters were young. Though she'd had a career in theater before her marriage, she had retired to devote herself to her husband. Three years later, with two infants to support, she had to begin the rounds of theatrical agencies again.

A starring role in *Beggars on Horseback* gave Spring her big break. Other Broadway credits include: *When Ladies Meet, Once in a Lifetime.*

By 1932 she might have decided her days as an actress were numbered, since she was no longer an ingenue. Instead she went to Hollywood and a new career. Playing Mrs. March in *Little Women*, her debut was a triumph that led to featured roles in more than 75 movies.

Two decades after, Spring began another career in radio as the star of *December Bride*, and two years later she introduced the role to TV.

The willingness and readiness with which Spring has met each venture exemplifies her philosophy to ignore Father Time and live for and in the present.

About Spring's secret—her age. It seems a bit unfair to divulge it, but—according to past biographies, she made her stage debut in Denver at 14. This year Spring celebrates a golden jubilee in theater, which would seem to make her 64 years old, give or take a few years. But whatever, Spring remains the most charming young lady of the times.

Spring Byington stars in* December Bride, *CBS-TV, Mon., 9:30 P.M., EST. Instant Maxwell House Coffee.

A YOUNGER ALAN LADD they call blond, steely-eyed John Lupton, new video Western star.

This is the golden year for John Lupton—for he's found stardom and Anne, the one girl he couldn't let slip away

INDIAN FIGHTER Tom Jeffords (a true frontier figure) is portrayed by John in his half-hour weekly series. He won the role after he starred in an hour-long version of *Broken Arrow* last May.

the last

■ What a year it's been for John Lupton! Star of the new video Western *Broken Arrow*, he's hit pay dirt in his career. And he's also found a rainbow of happiness as a less-than-a-year bridegroom.

But the dawn of the golden era for the blond and steely-eyed actor has spelled the twilight of his free and easy days as a bachelor—a twilight for which he's only thankful.

He readily admits, "I used to be the last of the big spenders. You know—what's-money-for-if-not-to-have-a-ball. Now, for the first time, I'm happy to settle down financially and emotionally."

Fervently he added, "This marriage will be the greatest, God willing."

John is so crazy about Anne, his cute brunette wife, he can't see straight. Hardly a sentence goes by without his mentioning her name, "Anne . . ." as if just the sound of it is a treat. And some of the easy come, easy go attitude of his bachelorhood still shows in the lavish way he indulges Anne. When they visit New York, for instance, he sends her out on Fifth Avenue shopping trips to "Buy yourself something pretty."

But his basic values have changed. "I used to live for the theater. Now I want to live for Anne and me, and for the marriage we can build. I'm finding there's time for happiness in my life."

John Lupton stars in* Broken Arrow, *ABC-TV, Tuesday, 9 P.M., EST. Sponsored by General Electric.

MAN OF PEACE in later life, Jeffords works for understanding between Indians and white men, gains Apaches' trust after he proves his good will. He weds Sonseeahray (played by Sue English), Apache maiden who dies young.

HOME FOLKS, John and bride Anne say their biggest kick is fixing up their new house.

of the big spenders

BY LILLIAN BENSON

Not that he was unhappy before his marriage. He and Fess (*Davy Crockett*) Parker were roommates—two young actors whose careers were on the rise, whose girlfriends were Hollywood charmers. But their lives were without roots, very much like the frequent complaint of Hugh O'Brian, their fellow Western star. Today Fess and Hugh are still single and fancy-free, and John, an old married man of nine months, sighs, "I keep telling Fess to get married. He's crazy not to! Why, I used to have no purpose in life except acting. I threw away everything else—chances to settle down with girls I liked. Then when I met Anne, I knew I couldn't let this one slip away."

Actually, with Anne John has come full circle to the kind of warm, secure home he grew up in. He was born in Highland Park, Ill.—"Just 10 miles away from Evanston, Anne's home town, but we had to go to California to meet!" There's awe in his voice at the thought that he might never have met her.

John got to Hollywood via Broadway. A two-year tour with a traveling children's theater was his first stage job—followed, in startling change of pace, by a role with Mae West in *Diamond Lil!*

Now TV has given John stardom, and Anne has given him stability. When they welcome their first baby this spring, you can bet "the last of the big spenders" will be the dotingest sugar daddy in town.

KISSES FOR BREAKFAST start the day for one of television's happiest husbands. John once was Fess Parker's roommate, appeared with him in *Great Locomotive Chase*.

Temptation for a CHAMPAGNE TASTE

Alice Lon gets all the glamour gowns she wants —but there's a catch

WINDOW-SHOPPING Alice eyes the dress display before she goes into Emeson's French Model Shop, where the sky's the limit for her video wardrobe.

JUST-LOOKING Alice, at hat bar run by widow of actor Edward Arnold, tries but doesn't buy romantic cartwheel: "I love hats, but have so little occasion to wear them."

■ Like a kid let loose in a toy shop, once a week Alice Lon is given the run of a chic Hollywood emporium. "Take whatever you like," Lawrence Welk's vocalist is told. "It's on the house." Gowns, jewelry, accessories . . . all for free.

"I need six new dresses each week for my numbers with the band, so it's part of my job—but it sure is fun," the lovely *lucky* Champagne Lady admits.

Offhand, what girl wouldn't envy her? There's a catch, though.

Sure, after her three-hour spree Alice walks out, arms loaded with goodies. But she also walks *in*, arms loaded with goodies—returning last week's borrowed finery.

Alice has prospered along with her boss as the Welk shows have climbed up and up in the TV rating lists. And her husband, Bob Waterman, does well in his social-work career. "But it would ruin any singer's bank account, buying all those gowns. So I have an arrangement with Emeson's to lend me my TV clothes."

Still, Alice is often tempted to buy one of the mouth-watering creations for her very own. And sometimes, she confesses, "I give in."

BEJEWELED Alice chooses earrings and bracelet to match gown (below) she decided to take.

DAINTY Alice, size 7, has made petticoats and frothy frocks, like the one above, her trademark.

CHRISTMAS-CARD Alice models princess coat suggested by Mrs. Emeson (left), white fur hat and muff designed by Mrs. Arnold. The Champagne Lady borrows the gowns, but considers *buying* this outfit.

ALICE IN THE LOOKING GLASS pirouettes to see how she'll look, waltzing with Welk on TV.

LOADED-DOWN Alice leaves after 3-hour spree carrying some (others will be delivered to her home), promising to call later about tempting coat-hat-muff set.

he drums on

CHILD PRODIGY. Five year old Richard Keith, center, amazes musicians with his amazing display on drums and steals thunder on *I Love Lucy*.

■ It happened during a rehearsal break on a TV stage in Hollywood, a place where children often represent both a nuisance and a threat.

A dark-haired youngster with gentle eyes calmly surveyed his new surroundings. He was on the set of *I Love Lucy*, where he, Richard Keith, was to play Lucy's and Ricky's new son.

Richard knew the people he was working with only slightly. They were all very nice. Yet he had to choose carefully, for he wanted a favor.

Was it Lucille Ball, his new mother? Director Jimmy Kerns, one of the friendly fellows in the crew?

No. The youngster wended his way over the cables, around the props, and presented himself to perpetually scowling, gruff, veteran actor William Frawley, the Fred Mertz of *I Love Lucy*.

The little boy thrust a comic book at him. "Read to me, please," he asked.

Frawley did a double take, thought for a moment it was a gag, decided it was not, and accepted the book. He hoisted the kid on his lap and soon was seriously engrossed reading adventures to the small boy.

Frawley had succumbed to Richard's charms. The scowling actor tries not to let on how much the little boy's friendship means to him. But he's always on the lookout for him.

It's to Ricky's credit—and his parents—that he has retained all the charm of an unspoiled five-year-old. A child prodigy on the drums, Richard—whose real name is Keith Thibodeaux—was 10 months old when his father took him to a parade in Lafayette, La. The infant was fascinated with the big bass drum. And a few days later took a knife and fork and beat rhythmically on the floor. Then he went into a neighbor's backyard where he found a large aluminum washtub. He hit it with a stick—harder and still harder. The neighbor got a little nervous as the velocity increased. She had her daughter remove the tub and hang it on the side of the house. This was better

their hearts

Boy and prodigy, Richard Keith conquers the Ricardos and Mertzes

BY IRENE FOLEY

NEW SON. New to the show this year, Ricky is loved for himself by Lucy.

GRUFF GRIFFIN. Richard singled out gruff Bill Frawley for special pal. Bill and Vivian Vance have adopted him as God-child.

I Love Lucy, Mondays, 9 P.M., EST. CBS-TV

for Richard. He didn't have to squat. He stretched on his toes and banged. The sound was ear-shattering, but his rhythm was perfect.

The following Christmas Richard asked for a drum. A toy was purchased, but the boy wasn't happy with the imitation drum. So he got the real McCoy, and within days the child was displaying amazing ability—so good that when he was two and a half, he was asked to play with the Breaux Bridge high-school band.

Local TV appearances followed, and in 1955 Horace Heidt gave Richard a guest spot in his show when he brought his band to town. He was overwhelmed by the youngster and signed him to appear on three of his NBC shows. Soon Richard was doing the one-night stands with Heidt. And then came *Lucy*.

The Mayer twins, Mike and Joe, had doubled for the role in Lucy's and Desi's video series. But the Arnazes decided this year they wanted a youngster to take on the increasingly prominent position the job was demanding. They interviewed 175 small boys. Then they saw Richard.

Desi says, "The minute Lucy and I saw him, we knew he was it. He has my hair and eye coloring and resembles me enough to make our relationship believable. And the fact that he plays the drums makes it even more so. Ricky does the most fantastic job on the Bongo."

Lucille is lavish in her praise. She likes Ricky for himself. Her own son, Desi IV, is an occasional visitor to the set. She observed his interest in the Bongo drum one visiting day, but before she could do anything about it, Ricky was showing little Desi, who's a year and a half younger, how to play. Ricky's patient way with Desi endeared him to Lucy.

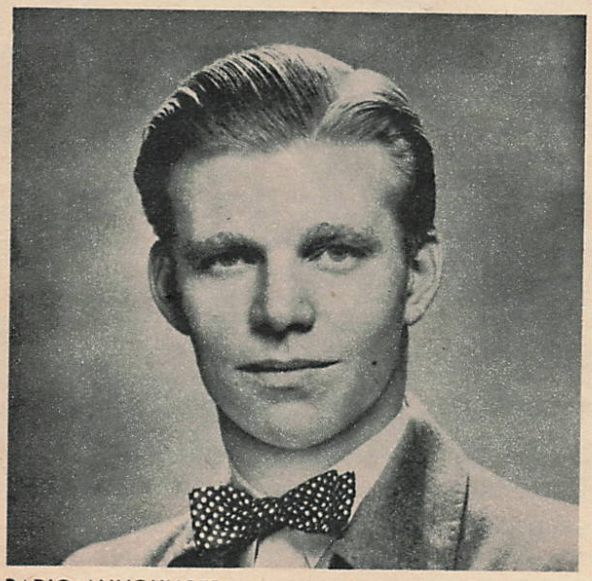
Another thing that strikes her about Ricky—he's so normal. On the set he colors books, plays ball, lugs toys around.

Though Lucy is enchanted with Ricky's every-day normality, she'd never dare to call him average within hearing distance of Bill Frawley. "That Ricky," says Bill, "that Ricky—well, he's special."

who needs to be star?

A fall guy who suffers lots of abuse, Jack Lescoulie takes it—and likes it fine

STAGE-STRUCK kid was born to vaudeville, reared in it.



RADIO ANNOUNCER was assigned post from high school.

DRAMATIC ACTOR played for the Bard and for an elephant.

■ To a much abused guy, Jack Lescoulie, belongs the widest smile in television. A pal described it as "a long, horizontal, bucktooth grin."

Big, sandy-haired Jack's protruding teeth structurally are a defect, but the over-bite seems only to add warmth to his expansive personality. It helps, too, to create sympathy for the character who suffers merciless ribbings from his television colleagues.

On the *Today* show, Muggs the chimp seems to be Jack's sole friend. When host-emcee Dave Garroway and newscaster Frank Blair aren't scoring Jack for his "fearless forecasts," they're joshing his affinity for the beauty queens who frequently visit the program. Garroway and Blair have deliberately created the fiction that happily married Jack just "can't stay away from the girls."

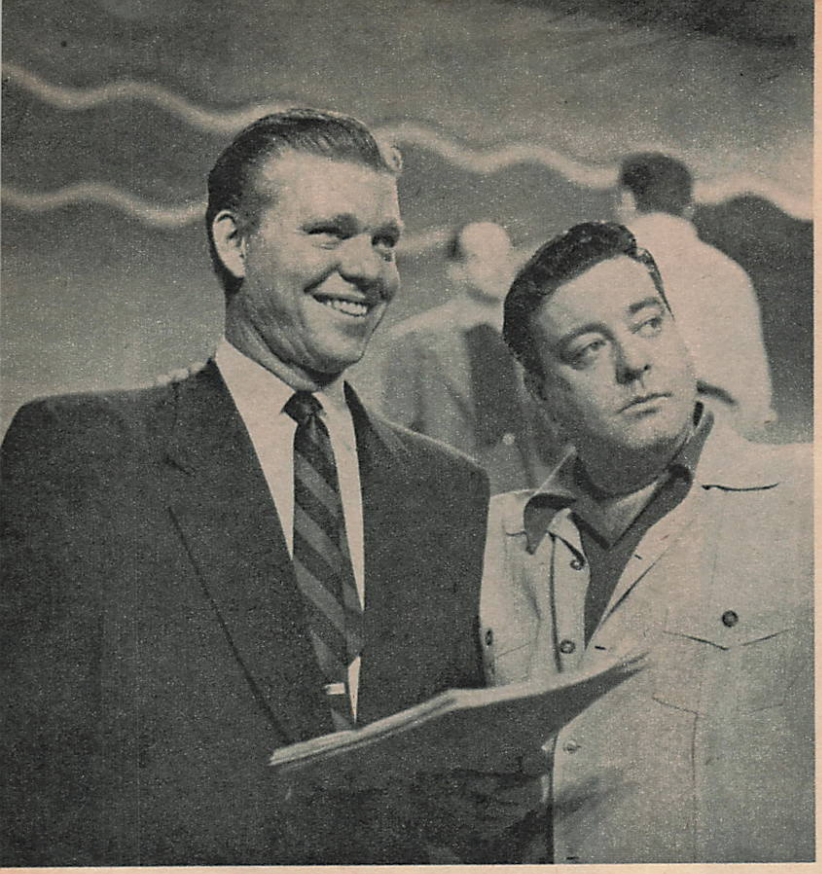
Lescoulie fares no better Saturday nights, when Jackie Gleason is his boss. Lescoulie suffers barbs and insults and keeps coming up smiling, radiating the charm that made it possible for him to retain an impossible situation a few years back. Gleason and Milton Berle were slugging it out in a bitter feud, and Lescoulie was working for both!

Lescoulie hasn't always been Smiling Jack professionally, though his ready grin has always been there personally. There was a time when, as star of his own radio show on the West Coast, he made his living as a grouch. He ran a program called *The Grouch Club*, and on it he proclaimed peeves like a top sergeant sounding off. He painted the image of a guy who hated the world. Finally, as Jack tells it, he was so successful the sponsor threw him off the air because he claimed the audience was responding to Jack's hates with hatred for the product he was selling.

Video showed the other side of Jack's personality, and though he plays the role of player rather than star, his popularity has never been greater nor his earnings larger. As stooge and fall guy, Jack draws somewhere in the neighborhood of $300,000 a year. In addition his position is less vulnerable to the will-of-the-wisp moods of public and sponsors. Stars get and lose shows, but there's always a place for Jack's talents. That's why he shrugs his shoulders at top-of-the-list credits with a "Who needs it?"

Jack does, occasionally, reach out for leads on dramatic programs, and this year he took on a series of his own, *Meet the Champions* (NBC-TV). It's a labor of love, since he interviews sports personalities—people who most interest this avid sportsman. He conducts a penetrating lively show, but while of interest to sports fans, it doesn't bring him nearly the following that he draws from being foil to the stars' thrusts.

***Meet The Champions*, Sat., 6:45 P.M., *Today*, NBC-**



GLEASON'S HANDYMAN on Saturday nights, Lescoulie also once served Jackie's foe, Milton Berle, and the *Show of Shows* (Caesar and Coca).

GARRAWAY'S FOIL on *Today*, Jack suffers morning tortures from Dave and Frank Blair's (left) ribbings over sports predictions.

As fall guy, Lescoulie draws some pretty unhealthy assignments, however. On *Today* he's had to wrestle a walrus, eat six breakfasts at a sitting, and submit to drenchings. "The toughest feature," says Jack, "was taking all the rides in an amusement park. I was dizzy for two days."

Jack's Broadway debut might have been a forewarning of a zany future. He was cast as an off-stage elephant in Walter Hampden's *Achilles Had a Heel.* To prepare for the role, Jack spent days at the zoo registering the trumpetings of the pachyderm. When the play opened, Jack had more cues than the players on the stage. His directions called for portrayal by sound of a gentle elephant, a sick elephant, a convalescent elephant, an elephant roaring mad, and an elephant soothed.

Jack's background and training make him what the theater calls a utility man—someone who can fill in for every part. His mother, Daisy Teazle, was a member of the old Morosco stock company, and Jack's father quit the stage to be a sound man for 20th Century-Fox. At seven, with his brother and sister, Jack had a song-and-dance act in vaudeville. Just out of high school he became a radio announcer in Los Angeles, until he was persuaded to attend college and the Pasadena Playhouse. He went on to road companies and Broadway, had bits in several stage plays before moving back to his native California for *The Grouch Club.*

At the start of the war he enlisted in the Army Air Force and became a combat reporter in Italy. The duty made him a solid newsman.

With peace Jack returned to his old role of giving the needle. He and Gene Rayburn (now Steve Allen's right-hand TV man) originated *The Jack and Gene Show*, a witty, devastatingly sharp breakfast satire.

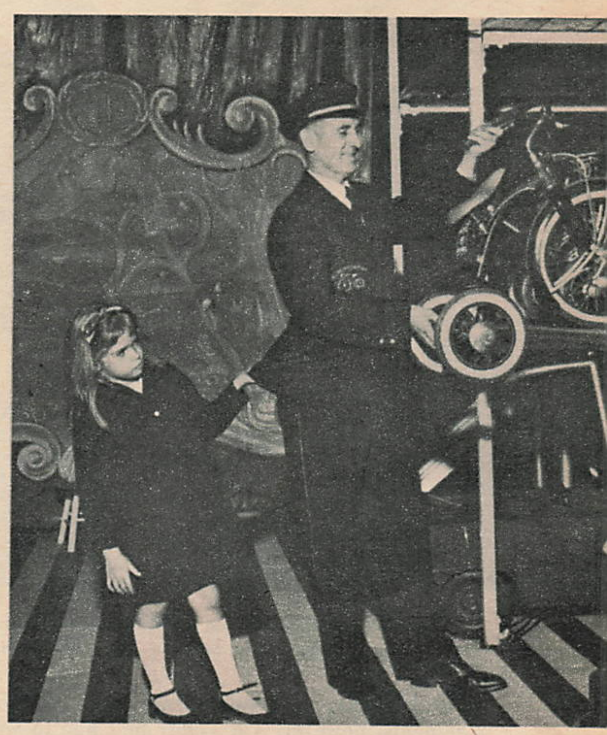
The real upswing for Jack came with video and his new role of second banana to TV's head men. About the same time Jack ended his bachelor status. Married ten years, he has a three-year-old daughter and ten-month-old son. Jack keeps his family life "Strictly private."

TV. *Jackie Gleason Show*, Sat., 8 P.M., CBS-TV.

HIS OWN BOSS on *Meet the Champions*, Jack (seen with guest Althea Gibson) switches to cross-examiner in lively interviews.

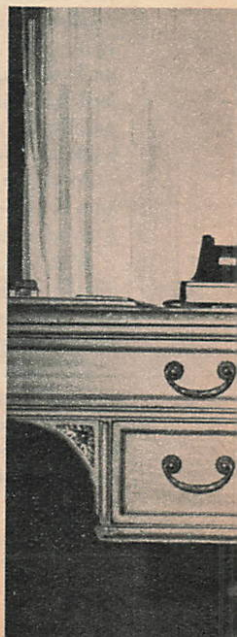
and on the 7th day

BEWITCHED. Once sugar-'n'-spice dainty, Evelyn Rudie revels in boiler smudge.



ALARMIST. Evelyn checks slug-abeds by cycling at 7.

VICE SQUAD. Creator (Kay Thompson) and portrayer of Eloise share telephone vice.



she rested . . .

Young actress is threatened by CBS role she made real

GUARD. Disguised Evelyn shields author Kay Thompson from foes.

■ Since Eloise's invasion, parents are pleading for a revival of the storied, always good *Elsie Dinsmore*.

The reason is the aftermath trailing the panic-Eloise. Little girls just haven't been the same since the saucy imp showed them *the way* on TV. In Yonkers two young ladies imitated Eloise's water trick by pouring maple syrup down a mail chute. Coast to coast the gesture-Eloise, a distension of the mouth achieved by placing a finger at each corner and stretching—has ousted bubble-gum popping. Universal fad of the junior set are Eloise disguises—sun glasses, arms in slings, noses in rubber bands.

The influence of Eloise is visible everywhere, but mostly she lives in Evelyn Rudie, the precocious seven-year-old actress who played her on TV. Granddaughter of an opera diva and of the co-librettist of *Chocolate Soldier*, niece of an actress and a novelist, Evelyn learned early to distinguish between make-believe and real. She herself acted in *Daddy Longlegs* and *View from Pompey's Head* and is a regular performer on Eleanor Powell's televised Sunday School Class. Until Eloise, Evelyn preserved her own identity off-stage. Now, however, Eloise threatens to swallow Evelyn whole.

Eloise moved in with Evelyn in New York before the show. Kay Thompson, creator of Eloise, brought Evelyn to the Hotel Plaza to absorb atmosphere for the TV role. Evelyn chose, instead, to bring to life the child the hotel preferred to *imagine* there.

Throughout the stay Evelyn was busy, busy, busy. She had to explore the Plaza from penthouse to boiler room. To drink half a glass of milk for breakfast, she investigated three dining rooms. It was most necessary to stand guard in the lobby, and guests were protected from sleeping overtime. A cycle through the halls proved better than an alarm clock. The switchboard needed to be kept alert. Sooo, every hour on the hour Evelyn dashed to the phone—often she had to interrupt an interview—to order: "Three Cokes, please."

The Plaza interval proved Evelyn and Eloise indivisible, inseparably twain. . . . They've yet to be severed.

Watching Evelyn dash to revolving doors and propel two strangers into the same cubicle, her father, a psychologist and editor, observed: "It'll take time to simmer her down."

ROOM SERVICE. To keep switchboard on toes, it was necessary for Evelyn to dial Room Service every hour on the hour and order Cokes.

Guiding Light, *CBS-TV, daily, 12:45 P.M., EST. Procter & Gamble.*

don't Type Cast Yourself

Do you get your share of attention?

Bored with yourself?

Susan shows the answer

TOMBOY. Outdoor Susan Douglas wears sports clothes that fit the picture perfectly. Hair is brushed out loosely for an informal look. When hair is worn this way, it must be well cut and shaped, kept sparkling clean and polished with daily brushing. A well-groomed appearance is essential to your feminine appeal no matter what type you want to be.

DEMURE. Hair brought softly back without a definite part, and with ends turned under in a modified pageboy, gives the new bouffant, wider-at-the-sides look to her charming hair style. Softness of velvet with flattering cowl neckline is becoming but not dramatic. Classic pearl necklace and earrings, with small glittering pin, complete the very pretty picture.

SOPHISTICATE. See how versatile Susan's hair is because of its medium length. Now she's all out for glamour, with hair brought back and up. She still keeps the feminine look with her soft bangs. The decorative hair ornaments add to the dressed-up feeling, as do the dangling rhinestone earrings and the modified bib necklace. Low-cut shirred and folded bodice has a deep V back.

By JULIE RANSOM

■ You want to be fascinating, more versatile. You think you're in a rut—and you probably are. It's time to change!

It's no idle statement that you can switch types. Susan Douglas, star of *Guiding Light* on CBS-TV, proves it in these pictures. She starts by changing her hair style, then follows through with clothes that go with the hair-dos. When Susan goes sophisticated, she discards sweaters and skirts, and she doesn't sport a pony tail with a ball gown.

Necessity taught Susan the need for change. Fleeing the Nazis, she arrived here from Prague, all alone at 14. She couldn't speak the language and she looked like a little girl from Prague. Yet within a year Susan was much in demand on radio as a typical American girl. She both sounded and looked the part on *Henry Aldrich*, *Big Sister*, *Helen Trent*, and many others. At 16 she won an award as the most promising young actress on Broadway. Susan is proof positive you can choose for yourself—if you try.

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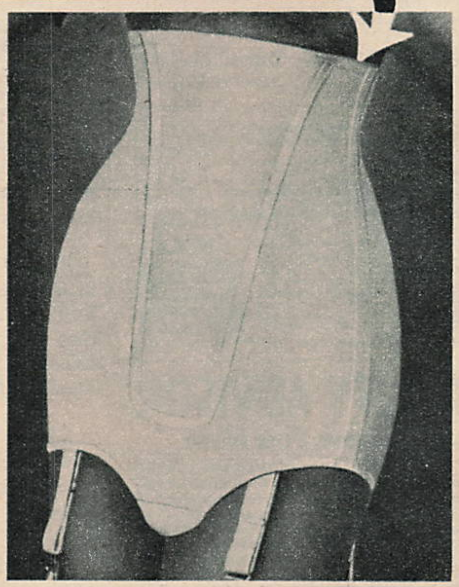

● Abdo-Lift as you wear it. Note how the fly front completely hides the laces.

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Look at the firmer, slender curves of her legs now. She writes that the change was apparent even before she finished this method.

BEFORE
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TV OFF-GUARD IN NEW YORK

(Continued from page 14

ANITA EKBERG won't do any guest shots unless husband ANTHONY STEELE appears, too. That's the way things stand at this writing, anyhow. STEVE ALLEN was reportedly Very Unhappy when Anita was on his show. He felt Steele "slowed down the action." La Ekberg is getting the same reaction from others, and her friends feel she's too "career-minded" to let the situation go on for long.

You'll be glad to know that Steve and his beautiful JAYNE MEADOWS have rallied from the bitter disappointment when the stork canceled his visit. Jayne's feeling and looking well. The Allens are still set on having a large family.

ERNIE KOVACS (his mustache always looks like it's pasted on) standing with an old-fashioned bouquet clutched in his hand outside the stage door of Broadway's St. James Theater. Stage Door Ernie was waiting to surprise EDIE ADAMS, now starring in the hit musical *L'il Abner.*

MARJORIE STEELE, actress wife of HUNTINGTON HARTFORD (he's heir to the A&P grocery-chain millions) will make her TV dramatic debut in February. A hard-working lady, Marjorie has never taken advantage of Hartford's influence, and really proved herself when she stepped into the lead of TENNESSEE WILLIAMS' controversial play *Cat on a Hot Tin Roof.* Incidentally Hollywood will make the play into a movie, but networks insist it's "too hot" for home screens.

PATTI PAGE gets her own weekly show at long last. She'll emcee CBS' *The Big Record,* an hour-long stint on Saturday nights that will start after the New Year. PAT BOONE, NAT KING COLE and the FOUR LADS will be among her first guest stars.

Medics have advised ED MURROW to cut down on his smoking or, if possible, to stop it altogether. (But he can't stop—who'd recognize him?)

JAN MINER, one of TV's busiest actresses (every time you tune in a heavy-type drama, there she is—Jan pops up more places than POLLY BERGEN), still finds time to toil every day in radio. She plays the lead in the soap opera *Hilltop House.*

If the heirs of the late singer RUSS COLOMBO untie the legal restrictions, RKO will offer the lead in *The Russ Colombo Story* to PERRY COMO. I personally don't think Perry would leave Roselle and the family in Long Island to go to Hollywood. And I don't think he'd take 'em along either. Nor do I think Perry would give up his show or—even more drastic—I don't think he'd give up his vacation to make a mere movie. Nope. RKO doesn't have a chance.

HELEN HAYES tells friends she'll go to the Coast to see how her 18-year-old son

Continued on page 60

TONY'S WIFE, La Ekberg, wouldn't do the Steve Allen show unless it was a family affair.

FAVORITE of Jackie (Gleason) and Jack E. (Leonard), NBC's Nat King Cole wows fans too.

NIXING $10,000 offers, Chuck Heston (with Lydia) chose *Mr. Roberts* revival, $85 salary.

UNHITCHED from fifth spouse, Ed Begley, Martha's still pals with fourth, Nick Condos.

I was afraid of my own shadow

. . . now I am the most popular woman in town

Are you shy . . . timid . . . afraid to meet and talk with people? If so, here's good news for you! For Elsa Maxwell, the famous hostess to world celebrities, has written a book packed solid with ways to develop poise and self-confidence.

This wonderful book entitled, *Elsa Maxwell's Etiquette Book* contains the answers to all your everyday social problems. By following the suggestions given in this book you know exactly how to conduct yourself on every occasion. Once you are *completely* familiar with the rules of good manners you immediately lose your shyness—and you become your true, radiant self.

Win New Respect

Win new esteem and respect from your friends—men and women alike. Take less than five minutes a day. Read one chapter in this helpful etiquette book in your spare time. In a very short period you will find yourself with more self-confidence than you ever dreamed you would have. You will experience the wonderful feeling of being looked up to and admired. Gone will be all your doubts and fears. You will be living in a new, wonderful world. You will never fear your own shadow again!

Go Places—With Good Manners

Good manners are one of the greatest personal assets you can possess. Good jobs, new friends, romance, and the chance to influence people can be won with good manners. Ladies and gentlemen are always welcome . . . anywhere. And the most encouraging thing about good manners is that anyone can possess them.

A Gay, Entertaining Book

Elsa Maxwell's new book is different from the usual dry-as-dust etiquette volume. It's gay! It's up-to-date! It's just chockfull of the type of information you can put to immediate use. It brings you a thorough social education, that will enable you to live a richer, happier life.

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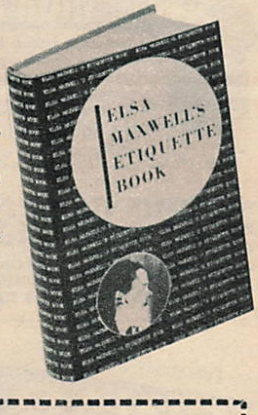

• Praised by These Famous Hollywood Stars •

"Elsa Maxwell's blueprint for correct social usage as revealed in the pages of her fine book, are an inspiration to all who enjoy gracious living."

Joan Crawford

"After reading Elsa Maxwell's gay, entertaining book on etiquette it is easy to understand why she is universally popular as a hostess and as a friend."

Doris Day

"Here at last is a down-to-earth book on etiquette that is as breezy and easy-to-read as it is practical.

Gordon MacRae

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teen-type talk

BY JEANNIE O'BRIEN

Jerry Lewis comes to call, and everybody has a ball . . . tips and fads and stuff

Hi, gang! Has winter given you Jungle Rot? (Translation: You're in a gloomy mood you can't get out of.) Well, all is not lost. Take advantage of it. Laugh Last is a new game you're bound to win if you're feeling real low. Goes like this:

The whole gang goes to a movie that's got a cartoon feature on the program. You all try to sit in the same row. And the first one to laugh at the cartoon loses! So if you're not in the giggles groove these days, you're a cinch!

If you'd been watching our show, *Bandstand*, a few weeks ago, when Jerry Lewis was the guest, the worst Jungle Rot case would have lost at Laugh Last. Jerry was the end, a panic—and I mean *panic!* He practically tore the studio apart.

You know the way he races around . . . well, he was hanging on the cameras, swinging them in every direction; he grabbed one of the band guys' trumpets; he kept inviting all the girls to dance (we have a different visiting high school every day as a studio audience), including me, and I dug him as a sharp two-stepper.

All in all it was one of the most hilarious shows we've ever had. Everybody dug Jerry the most, and the girls—surprise—*swooned* over him. When he doesn't clown, Jerry's really handsome. He had a new short haircut that he told us was "so cool it's frozen."

On *Bandstand* everybody drinks Coke in honor of the sponsor—low bow—and Jerry joined in, too. One of the girls in our audience picked up the bottle he'd drunk from, and took it home as a souvenir.

Jerry visited us as a record artist, not a comedian, by the way. His new disc—*Come Rain or Come Shine* backed by *Rock-a-Bye Your Baby to a Dixie Melody*—is a pretty serious number and another Jerry surprise. So is his follow-up album, *Jerry Lewis Just Sings*, a collection of old standards. This cat seems to have about ten million talents! Seems he first cut the platter strictly for private laughs, but his wife Patti thought it was so good she sent it to Decca, who agreed and snapped it right up.

Want to show school spirit, gals? Sew a pocket, made of your alma mater's pennant, on a dress or skirt. Or, if you date fellows from a lot of different schools, decorate a wide skirt with a whole Parade of Pennants.

There's an old fad that's having a rerun lately. Party decorations. If your living room has a ceiling light fixture, attach long pretty ribbons to it, with gift favors at the end of each ribbon. They can be fancy things like key-rings for everyone—or funny bits like dog biscuits, which, as a matter of fact, are what you're supposed to give at a 14th birthday party. (At 15 it's lemons.)

Drag Races by automobile can kill the contestants—as you know if you saw *Rebel Without a Cause*. So kids in the East have invented a safe Drag Race: You use typewriters instead of cars, and with everyone copying the same text, you see who can go fastest and make the fewest mistakes. That clickety-clacking against time can get pretty exciting. And if anyone tells you it's more fun to risk a smashed jalopy than a broken fingernail—tell him he's "quaint," meaning he's so square he's got corners!

By the way, I just heard of a new, reasonably friendly way to tell someone to get lost. "Have a good life," you wish.

But me, I love all you crazy readers. So I say "Bye, now," but be sure to come back next month.

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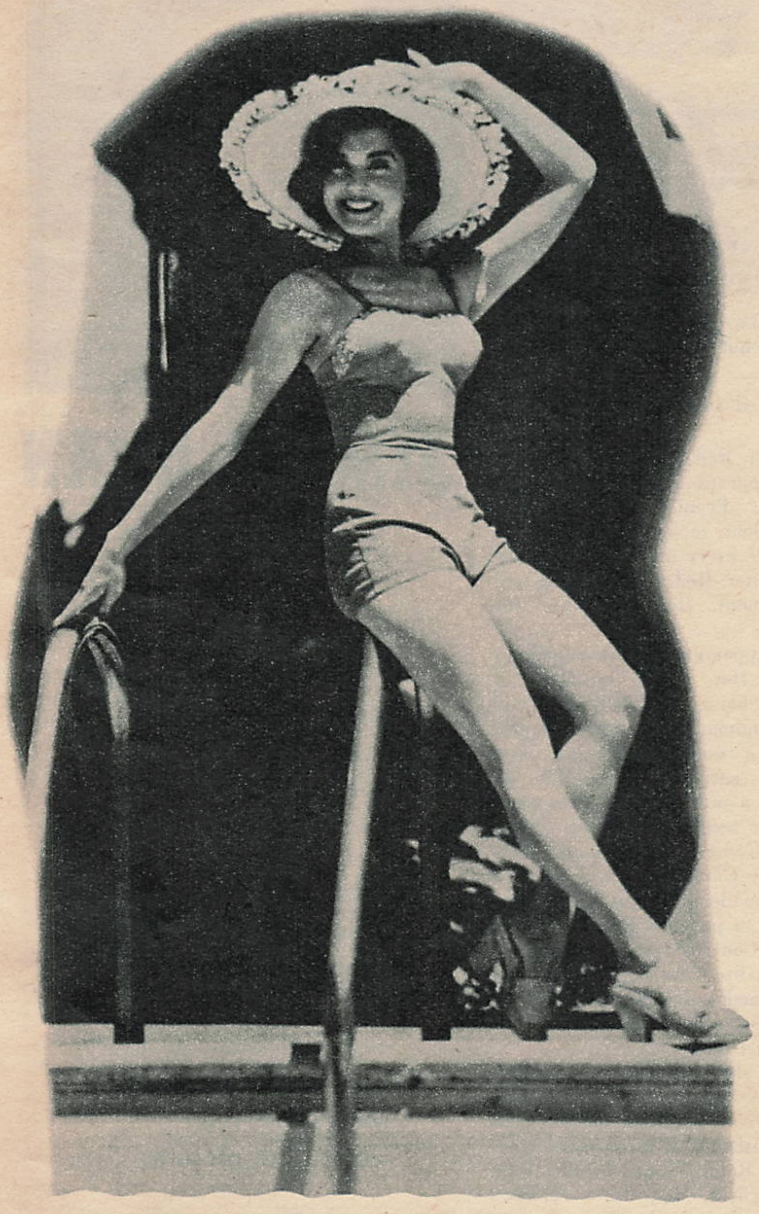

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KID WITH THE BEAT

WARDROBE for TV and clubs gets Brenda's serious appraisal—but she's happiest in jeans.

(*Continued from page* 33)

Augusta, Ga., when Red Foley came to town for a personal appearance. His friend and fellow entertainer Peanut Faircloth, who knew Brenda's talent, took her backstage to sing for Red. Like every other big-time star who's ever heard her, Red whistled long and low in astonishment. He signed her for *Ozark Jubilee.*

Brenda's first appearance launched her as a national star. Her unique rendition of *Jambalaya* earned her a contract for personal appearances throughout the South, a regular place on *Jubilee,* a record contract. Her first disc—*Jambalaya,* naturally—was fifth on Decca's sales list, a proud achievement for a debut record. Her second is her big Christmas platter, *I'm Going to Lasso Santa Claus* backed by *Christy Christmas.*

Now Brenda's made the jump from Country and Western to pop stardom. That first guest stint with Como led to repeat invitations. On Dec. 6, five days before her tenth birthday, she opened in Las Vegas' Flamingo Hotel, the youngest ever to headline at the sophisticated resort city.

With all this she remains, so far, less spoiled than many kids her age who are *not* celebrities. She lives with her mother and stepfather (her father died three years ago), sisters Linda, 14, Robin, 1, and brother Randall, 7, in Springfield, Mo., *Ozark Jubilee's* home base. When she's in town, she goes to school there. On tour she does special assignments and sends them to her fifth-grade teacher. And gets all A's.

The people who know Brenda best—her teacher, the men in the *Jubilee* office—say she's definitely a brighter-than-average child. Mature of voice, earnest of manner, she seems mentally advanced too. And yet when you get right down to it, she's still a little girl.

When she got back to Springfield after her sensational Como debut, her one brag was: "They went and raised my allowance! I got a dollar when I was in New York, instead of 50 cents!" The other $999 of her fee had gone into her college fund.

As far as her mother, Grace, can tell, Brenda did not discuss her Manhattan adventures further with the kids at school.

"If they want to know about it," she says off-handedly, "they can ask me." So far they'd rather seek her out to "race you down the road."

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TENNESSEE ERNIE

Continued from page 21

"but I've kept the mustache anyway—'cause, frankly, when I was without it, I still looked like a guy tryin' to peddle some counterfeit money."

That's just Ernie's way of kidding himself. Actually, he's stolen the public's heart completely with his simplicity and easy charm. With Betty and the kids—Buck, 7, and Brion, 4—he lives the warm, family life he knew back on the Tennessee farm where he was raised. He'd rather have that than all the money in the world. And so it seems, just because he's never clamored for success, he's clicked so resoundingly.

He's even in a position to refuse offers. "I know there are people who get ulcers from turning down money . . . but I don't look good tied up in knots."

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platter chatter

(*Continued from page* 10)

books, playing tapes made by researchers who visit folk singers around the world.

The story of *Mark Twain*, the now famous folk song about the Mississippi River men, is typical of Belafonte at work: At one of his sessions in Washington, he ran across a fragment of an old Mississippi River song. Just one refrain.

"At first," Harry says, "I saw nothing in it. But performers grow and mature as they are exposed to other things. Soon after I first noticed that scrap of music, I somehow got into a period when I read and studied a great deal about the Mississippi. Suddenly, about eight months or so later, I remembered that fragment. It meant something to me then."

So he went back to Washington, dug out that little piece again. This time, he says, he jumped at it. And he fashioned a full song—the *Mark Twain* that he sings so beautifully—from that bit.

By now, his love of the odd and unusual is well known. People from all over send him things—old records, books they find in attics, long out-of-print magazines, anything pertaining to folk music. And, as he says, "I have a kind of charge account" in record shops across the country. They send him every record they think might interest him.

All this material accumulates at his home in Elmhurst, a suburb of New York on Long Island. He's on the road the greater part of the year, but he always saves a few weeks in the winter and again in the summer for going through the piles of books and records that he amasses. Then, "I dip into it for a week or so solid."

Out of it all he may find one idea, or the germ of an idea. Right now, for instance, he's looking for "another *Matilda*." He wants a rouser like that calypso, which he feels he's done too often. The next time he has for "dipping," the search for *Matilda's* successor will be uppermost in his mind.

* * *

One of the most happily married singers in the business—and there are lots of them, honestly—is Rusty Draper. The Drapers are a completely devoted couple, a fact which prompted a toast at a dinner party they gave not so long ago.

The toast was given by Jim (*Green Door*) Lowe, a good friend, who stood up and saluted the Drapers on their wonderful marriage.

And then Rusty turned to his wife and said, "Drink up, you old bat."

* * *

TV is supposed to be very important in a girl singer's career, but you'd never know it from the results of a poll held to determine the favorite girl singer of a big group of teen-agers.

The three who finished on top—Teresa Brewer, Doris Day and the McGuire Sisters—are only irregular visitors to the TV screen these days. After them came Patti Page, Gisele MacKenzie, Dorothy Collins, Rosemary Clooney, Jaye P. Morgan, Dinah Shore, Peggy King and Kay Starr. Most of these have regular TV shows or make frequent appearances.

Maybe absence makes the heart grow fonder.

* * *

When Margaret Whiting is on the TV set, her daughter, six-year-old Debbie, usually

(*Continued on page* 59)

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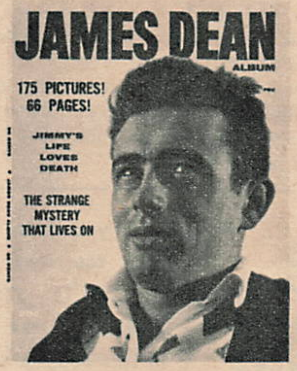

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comes along to watch Mommy at work.

And when Debbie's there, she rules the set. Nothing can go on that she doesn't approve of, nobody can do anything if she isn't around to supervise. And when she has to go to the very little girls' room, she leaves with a stern warning: "Don't start play-acting until I get back."

* * *

A surprising number of girl singers are not exceptionally beautiful. Some of the best and most popular are girls who would never be noticed if not for their voices. This is actually amazing, since TV plays such a big part in a girl singer's career these days. There are important men in the record field who maintain the days of the not-so-beautiful singer are numbered. They say it won't be long before record companies insist, for the sake of TV plugs, that singers must look as good as they sound.

There are two new, young girls who are beginning to make a name for themselves in records, and who would be sensations on TV. Both are dark-haired beauties, as lovely as any movie star: Peggy Connelly, a youngster from Fort Worth, Tex., and a Philadelphia girl named Mona Carol.

Remember the names. Once you see the faces, you won't forget.

* * *

Guy Mitchell is perhaps even more popular in England than here in the U. S. One measure of his popularity is the value of his autograph, a fact reported by someone who's seen the price tags in person.

In one famous London autograph store the highest-priced item, among living personalities, is the signature of the many-sided genius Albert Schweitzer. Tied for second are the autographs of Danny Kaye, Gracie Fields and Guy Mitchell.

* * *

Julie London is anxious to give up the road. Her two children and her home (in North Hollywood) mean too much to her. Julie has given orders to her manager that he'll have to taper off the road bookings gradually.

* * *

TV STARS ON NEW ALBUMS: Kay Starr's golden days, when she was really swinging, are recaptured on Liberty's new release, *Swinging With the Starr*. This is Kay in '45 and '46, and if you didn't know her then, pick this up and see how great she was. . . . Bing Crosby has switched to the relatively new Verve label, and in his first album there he has help from the recognized young genius of arranging, Buddy Bregman. The album, called *Bing Sings Whilst Bregman Swings*, is the best thing Bing's done in years. . . . The TV spectacular *Jack and the Beanstalk* is available in its entirety on a Unique album, but not with the original cast, unfortunately. . . . Steve Lawrence, Steve Allen's fine young baritone, has a good album all to himself on Coral, called *About "That" Girl*. Steve, one of the better voices around, sings up a storm, and the album cover is pretty stormy, too. . . . In case you hadn't heard, there's a singer around named Elvis Presley. Some months ago RCA released his first album, entitled simply *Elvis Presley*. Now they figure he's better known, so the new one is just called *Elvis*. Maybe the next will be merely *E*. . . . Gisele MacKenzie is shown on the cover of her new Vik album with her two long-haired dachshunds. But the album is far from being a dog—it shows off Gisele's fine way with a song. . . . The movie *The Wizard of Oz*, revived for a TV spectacular, has also been revived on record.

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TV OFF-GUARD IN NEW YORK

Continued from page 52

JAMIE MACARTHUR is doing during his first movie-making session at RKO.

All of CAESAR's ex-wives will be busy girls in '57. NANETTE FABRAY will be seen five times during the month of January alone. And NBC has assigned producer JESS OPPENHEIMER to plan a series for her. IMOGENE COCA bounces back to your screens after the first of the year. Imogene seems to be a more serene and less frantic person (and I don't think she has managed this change by gulping Miltowns). Looks a lot better, too, since she has managed to put on about five pounds.

CANDY MARCH tells friends that husband HAL's Big Ambition is to do a Broadway musical. Well, Hal's certainly getting in practice with all the song-and-dance routines he's trying out on TV currently.

ZSA ZSA GABOR fidgets in front of cameras. She told HERB SHRINER the reason. She thinks her pearly ears televise too big. (And you thought *you* had problems.)

PHIL SILVERS is mulling over an offer to do a half-hour late-night deejay show from swank East Side restaurant. He'd do it only for a month, and for friendship's sake, not money. The owner is a pal of his.

By the time you read this, PEGGY KING and ANDRE PREVIN may be Mr. and Mrs. Theirs is the warmest romance in town.

JACK WEBB's ex-wife JULIE LONDON visited our town to film a BOB HOPE show for NBC. Julie says she likes TV—to watch, that is. As far as working at such a tough pace, she'll leave that sort of grind to Sgt. Friday. You've probably heard Julie sing, but if you haven't seen her, you're missing something! The beautiful redhead laughs off questions concerning a possible remarriage to Webb. "Nonsense," says she.

NBC dickering with PADDY (*Marty*) CHAYEFSKY for another 90-minute script. They are willing to pay him $10,000. He doesn't think it's enough.

BUDDY HACKETT and producer MAX LIEBMAN practically came to blows over differences of opinion on just how the comedy series *Stanley* can be salvaged before it sinks in the channels.

They're off and running at Miami's famed race track Hialeah, and NBC will telecast the races starting January 19.

Backstage at a spectacular, CELESTE HOLM confessed: "I die a thousand deaths every time a camera is beamed in my direction." Yet she never shows it. Looks cucumber-cool. When Celeste is waiting to go on, though, she'll unconsciously chew her lipstick off, and a make-up expert has to keep a wary eye on her every minute.

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Why Winchell and Allen are sore at Ed Sullivan

(*Continued from page* 18)

we're in the top ten in many cities—it doesn't bother me a bit that Ed has a higher rating. The main thing I want is to do a good program. The second thing I want is to be allowed to do a good program without having my ideas pirated."

The blast from Allen provoked an angry "That's the damnest thing I have heard—" from Sullivan. "My show is a one-man operation and he knows it. I don't know why Allen did this. He must have the rating jitters. Everything he said is factually false. Allen is the Baron Munchausen of TV."

Though Sullivan's retort was angry, actually—on Ed's part—the battle with Allen is more business than personal. Older, by 19 years, than 35-year-old Allen and hardened to sharp and tough competition after a quarter of a century—as reporter, columnist and master of ceremonies—Sullivan is more apt to regard the fray as part of the game.

Sullivan reserves his anger for his arch-foe Walter Winchell. Sullivan has said, "Our feud (Winchell and Sullivan) was based on something he did almost 25 years ago that I can never forgive nor forget."

The bad feelings between the two veteran columnists began when they were colleagues on the same newspaper. According to Sullivan Winchell returned a favor Sullivan did him by making it rebound to Sullivan's disadvantage.

Later after Winchell—the father of the Broadway columnists—left the paper for another and Sullivan, against his will, became Winchell's second successor on the gossip desk, Sullivan flamed the quarrel with his debut column. Sullivan blasted Broadway columnists and unflattering things he had to say were directed toward Winchell.

But, according to Sullivan, Winchell didn't become seriously offended until Sullivan suggested in a subsequent column that Barbara Hutton turn fairy godmother to New York's needy children. It is Sullivan's contention that Winchell was annoyed because he hadn't thought of the idea. In any event, Winchell followed Sullivan's column with items suggesting that Sullivan used his column to force people to action.

Until recently, since he entered TV as a rival host, Winchell has seldom returned Sullivan's attacks in the pointed way in which Sullivan has taken after him. Seldom, in 25 years of battle, has he referred to Sullivan by name but has enraged Sullivan with such references as "my imitator" and by loftily declaiming: "I do not want to engage in bouts with small timers."

Both columnists, both crusaders, both sensitive to criticism and with high thresholds of anger—Sullivan and Winchell were born to be antagonists.

The point of no return for them, however,

Continued on page 62

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Why Winchell and Allen are sore at Ed Sullivan

Continued from page 61

the incident which has made understanding impossible for them on earth, occurred over an incident involving Josephine Baker. She was denied admittance to the Stork Club, Winchell's favorite haunt until recent months when he quarreled with Sherman Billingsley. There are many versions about this incident in which the issue seems to be—whether or not Winchell was present in the club when Miss Baker was refused admittance. But Sullivan took this occasion to publicly go on the air to denounce Winchell. Among many bitter insults which he hurled at Winchell he asserted that Winchell has "capitalized on the big lie."

Through the years the bitterness has grown and grown. Consequently there is no one Sullivan would rather shellac than Winchell. No one Winchell would rather trump than Sullivan.

Sullivan has always regretted that he never stuck it out in radio—possibly to trounce Walter, who for years, was number one rating king with his Sunday night newscasts. There is no doubt that Sullivan was the target Winchell was shooting for when he launched his variety series on NBC-TV this season. Though the show had a short run on Friday nights—it finaled Dec. 28—Winchell is not a man to suffer defeat. The closing of the series means more to him than the end of a program. He has abandoned programs before, but he has never—and will never—admit that Ed Sullivan can beat him in any way.

Winchell's first preference in a TV show has always been for a news series. The bets are on that Winchell's next step will be to get a news show, and failing that, another variety program on the air directly opposite to Sullivan. His first choice in networks would be NBC. In other words, Winchell will seek the time spot and place now held by Steve Allen.

Thus Allen, the junior competitor—in age and years of combat service, only—faces as big a threat from Winchell's ambition to unseat him as he does from his direct rival Ed Sullivan.

With their combined talents Sullivan, Allen and Winchell could produce probably the greatest show on earth. Separately, divided against each other, they are making the networks hum with their rivalries.

Winchell blames the dropping of his program on ratings, the methods by which performers' popularity is determined. According to Winchell's columnist-pal Jack O'Brien, one of Winchell's shows was given a higher rating than the *Zane Grey Theater* program opposite it, but was estimated at having a smaller audience. O'Brien quoted the American Research Bureau as giving Winchell a point score of 21.9 opposite *Grey's* 21.2, but showed 15,500,000 viewers for Winchell as compared to 16,010,000 for *Grey*.

Winchell has promised to take his rating battle to Congress. "I have written," he announced, "to senators and congressmen to call attention to the rating system which devastates and puts performers out of work."

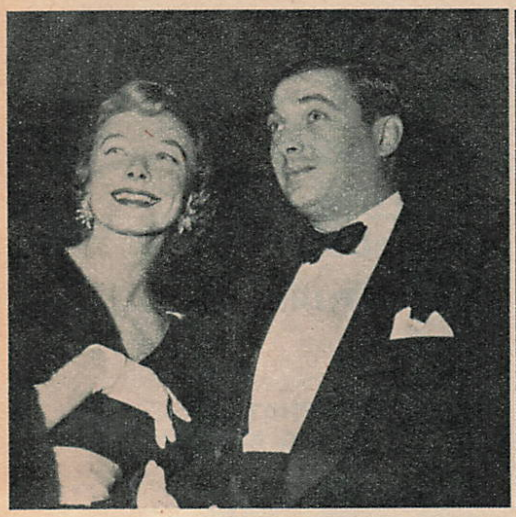
Winchell also stated that the William Morris Agency (packagers of his variety

Continued on page 68

by ARMAND ARCHERD

TV OFF GUARD IN HOLLYWOOD

Eddie Fisher, Dean Martin, Sinatra take to a saloon . . . Elvis' and Natalie's kick



WEDDING bells ring for video leading lady Diana Lynn and exec Mortimer Hall.

THRILL of Liberace's recent European tour was his and Mom's audience with the Pope before return

The tip-off to trouble between EDDIE FISHER and his sponsors came to us when Eddie asked us to help him find a house in Palm Springs for the winter season. He had originally planned to tour the South and East for the Coke company. But when they suddenly started to show they were more interested in the ratings he was making, rather than the sales and good public relations for the firm, he decided to think more for Eddie (and Mrs.) Fisher. Outside of the one trip to the East for the *Bundle of Joy* premiere, it now looks like Eddie will be a Westerner for a long time. In addition to his plans to do his TV show (for Coke, or whoever else sponsors), he'll play Las Vegas.

And here's the surprise: He, DEAN MARTIN and FRANK SINATRA are probably going to buy the famous Mocambo on Hollywood's Sunset Strip. Now, with these three singers owning an interest in the saloon, you can be sure Eddie will be spending much time there—making sure that he's doing as much singing as Dean or Sinatra. Any time Dean visits a Sunset Strippery, he inevitably ends up on the bandstand, singing. With his own club, it'll be a cinch to find him there almost every night!

As for Sinatra, he was about to go in on a deal to own a part of the proposed new Villa Capri restaurant. This deal is even better for him.

JERRY LEWIS has racked up more time in guest spots plugging his singing than he ever put in with partner Dean Martin. Seems like Jerry is only happy when he is working. And only when working alone!

RAY ANTHONY and MAMIE VAN DOREN found out that TV sponsors aren't kidding about their product, no matter how big their smiles may be. Ray, as you know, is sponsored by the Chrysler Corp. He has always been a sports-car enthusiast, and had just paid off on a shiny new model when he started the TV show. It was a joke, he thought, when the agency kept referring to the fact that he drove the competition's cars. Finally Ray got the word that it was NO joke. Nor did they think it funny that the car was parked in his garage and driven by his wife.

P.S. He sold it.

And talking about cars, DINAH SHORE and Chevrolet must be synonymous. The other day, husband GEORGE MONTGOMERY was doing a street scene in New York. A car was brought up for George to give chase to the villain. But it wasn't a Chevy. George couldn't quite explain why, but he could not

(*Continued on page* 64)

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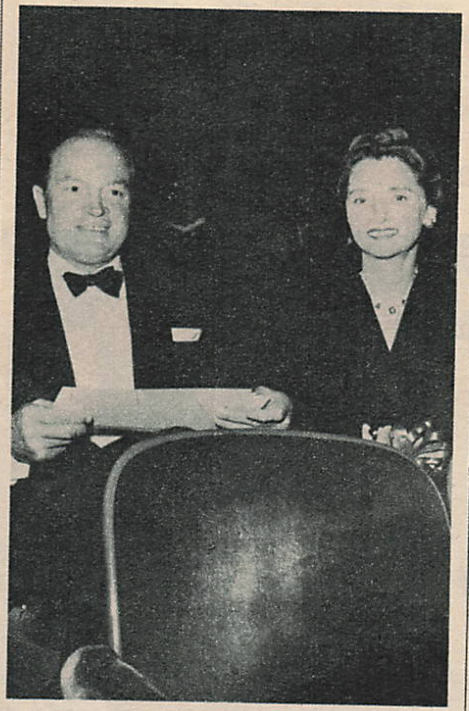
TV OFF GUARD IN HOLLYWOOD

(*Continued from page 63*)



HOPE-FUL sponsor wants Bob for twice as many shows, but Dolores wants him healthy!

seem to enter the car. He muttered something about home environment, etc. And so the director, after combing the street, came back with a 1948 Chevrolet requisitioned from a passing driver. George got in happily.

The Chevy people have been so tickled with BOB HOPE they want him to double the number of shows for which he originally signed. But old Rapid Robert's too cautious to get caught in the trap of being on TV regularly. Only one comic has weathered that storm over the years. And that's his pal JACK BENNY.

Says Bob, if he's going to get in the regular pattern, he'll do as the rest and put the shows on film. Frankly, this department doesn't think the day's close when Bob will do that—he likes to have a live audience with him and not be confined by the limits of a filmed series. Another thing Bob is cautious about is his health. It's tough to keep it, on the regular weekly grind.

Now that JACK WEBB's second marriage has flopped, his former buddies wonder if he and JULIE LONDON, his first, will get back together. Both deny it. But we won't be surprised to see them date again. Although Julie and BOBBIE TROUP have been steady-dating for

Continued

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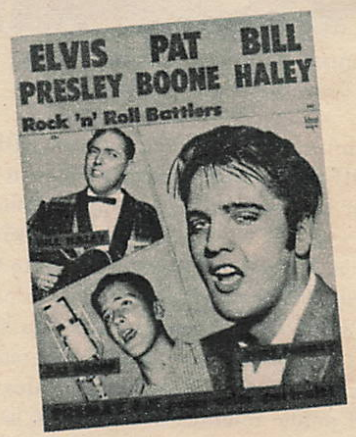

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TV OFF GUARD IN HOLLYWOOD

Continued

over a year, she said that another marriage wasn't in the cards for either her or Troup. But maybe a remarriage to her first husband isn't part of that statement? Ironically, Jack is now living in the Encino home which he and Julie built years ago as their dream house!

Julie, who became a recording star last year, also established herself as a saloon singer via her last date at the New Frontier Hotel in Las Vegas. Sure, she had a couple of dates in New York and Los Angeles clubs, but she was still unsure of herself, insisted on sitting on a stool and working in that solitary stance. However, in Las Vegas she gained presence, ability to move, and confidence. Although she says she hates saloon singing, we won't be surprised to see her do more. Right now, of course, she'd like to get a TV series like ROSEMARY CLOONEY so she can do what she likes best—singing.

Here's a switch: Great Britain's JEANNIE CARSON had to come all the way to Hollywood to get on English TV! Her show was sold to the BBC after only a couple of weeks on U.S. screens. And you can look for Jeannie to be grabbed for motion pictures as soon as she completes her telefilms for this season. It's a natural.

We had to laugh when talking to TERRY MOORE on the *Climax* rehearsal of *Flight to Nowhere*. This is one gal who has been living on planes for the past year. Hubby GENE McGRATH's business in Central America has made commuters out of both of them. Hardly a week goes by without Terry traveling at least 6,000 miles by air!

Fate works in funny ways. TITA PURDOM had given up her career when husband EDMUND was signed by MGM and on his way to a career as a star. She slipped into the background as wife and mother to their baby. Then, of course, the trouble in their marriage finally ended in divorce. Then chapter two started: Edmund's career suddenly nose-dived as he bounced around the world with his new interest, LINDA CHRISTIAN. Tita wasn't receiving the alimony and child-support checks and had to resume her career. She tried it via the nightclub circuit,

(*Continued on page* 66)

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My name is John Winters and "nerves" made my life miserable — that simple, every-day kind of nervousness which can cause such untold anguish. So compare my suffering with yours and be prepared to hear the happiest news in years — for both women and men. I was jumpy, jittery, irritable, couldn't sleep, almost frantic at times. No one seemed to understand. I was growing older, full of fears and anxieties about my job, family affairs, health. I read books on how to conquer "nerves". I took vitamins, tonics, even powerful sedatives which I hated. Then one day a famous doctor told me about the new discovery of a remarkable "safety factor", now compounded in a formula of highly approved medical value for both men and women. This new medicine calms and tranquilizes the nerves and is never habit-forming. I am so happy I want everyone who suffers to know about this wonderful way to help you feel calm all day, sleep well at night—to feel free from the fear of "nerves". But the story is too long to tell here. Please send your name and address and I'll send you the most welcome news in years. John Winters, 313 East 53rd St., Apt. 2502 N. Y. 22, N. Y.

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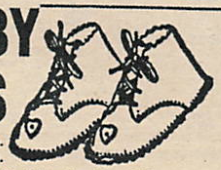

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TV OFF GUARD IN HOLLYWOOD

(*Continued from page 65*)

and she flopped. ALFRED HITCHCOCK gave her a break in one of his telefilms. And she was great. More jobs followed. And soon she found she had established her own name.

On the other hand, the marriage of GINGER ROGERS and JACQUES BERGERAC has been very good for each—we mean career-wise. Ginger has had a terrific return to films, and Jacques is rapidly becoming one of our top TV actors. Now everyone is trying to sign him to do a series of his own, and it looks like he'll play the pirate Jean Lafitte. DESI ARNAZ owns the rights to this one, and it pleases Jacques because Lafitte was a Basque. And so is Jacques. Most people assumed he was a pure Frenchman.

YUL BRYNNER, of course, will be unhappy if this series becomes a reality. Yul will be busy this spring filming *The Buccaneer*. In it, he plays Jean Lafitte!

LUCY and DESI will probably be in France and Spain this year if Lucy has her way. Present plans are to leave in May and not return until August. We wish Lucy a lot of luck.

Desi's up to his ears in his big new project, the Indian Wells Country Club in Palm Springs, which he owns. This is, like Desilu, a multi-million-dollar project. Lucy, who gets her way one way or another, may get her European trip—but perhaps she and the kids may go over without Papa!

Another one of the "cleavage kids" will be on TV shortly, when CORINNE CALVET's *Lady of Tangiers* gets rolling. Corinne's got a shape which would make any of the big front gals take notice. But just in case any of the guys watching the show take too much notice—her husband, JEFF STONE, will also be in the series. It's ironic that she's making her comeback via a series just as her ex, JOHN BROMFIELD, is doing the same with his *Sheriff of Cochise*. And his present bride, LARRI THOMAS, has a shape which is in the same *rrruff* proportions as Corinne's!

I suppose they'll be walking up the aisle just as you read this, to prove I'm all wrong. BUT it now looks like the ro-

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TV OFF GUARD IN HOLLYWOOD

Continued

mance between FESS PARKER and MARCIE RINEHART has reached a stalemate. And when you ask why, the embarrassed Fess blushes and says, "Gee, we just haven't made any plans to do anything—yet." And that's been the situation now for two years. His pals who know him best say it's all over. Maybe he will have gotten lonesome for her on his tour of the Orient, and change his mind on his return in January.

PHYLLIS KIRK, who frankly admits she loves TV more than any other kind of show business, says, "I just can't turn down a role." So she finds herself bouncing from New York to L.A. to London and back. However, she says she's got to stop and do one long job—so she's shopping for a Broadway play. No fella, too?

When ELVIS PRESLEY returns to Hollywood, he and NATALIE WOOD can drive around town on twin motorcycles. Yup, she's learning to ride one, too!

NBC-TV is working on a gadget of their own to give ratings. But will they believe their machine if it gives CBS shows better ratings?

LANA TURNER has been getting more fan mail from her oldies on TV than her new films in theaters! And 20th Century-Fox oldies are on at the same time *20th Century-Fox* TV hour is telecast around the country.

Don't be surprised if JEFF DONNELL turns up as a "wife" in another series—this time as ALAN YOUNG's. As you may remember, they were once paired for an early TV series.

VERNA FELTON plants her cue words all around the *December Bride* set. (On table tops, written in magazines, etc.) The other day she had written her cue on the inside of a coffee cup from which she was to be drinking. However, an over-zealous propman filled the cup with steaming coffee and left Verna speechless!

Now that RICHARD BOONE's free of his *Medic* contract, he's been offered lotsa loot to endorse cigarettes. He wasn't allowed to endorse them while the medics were in charge of the show.

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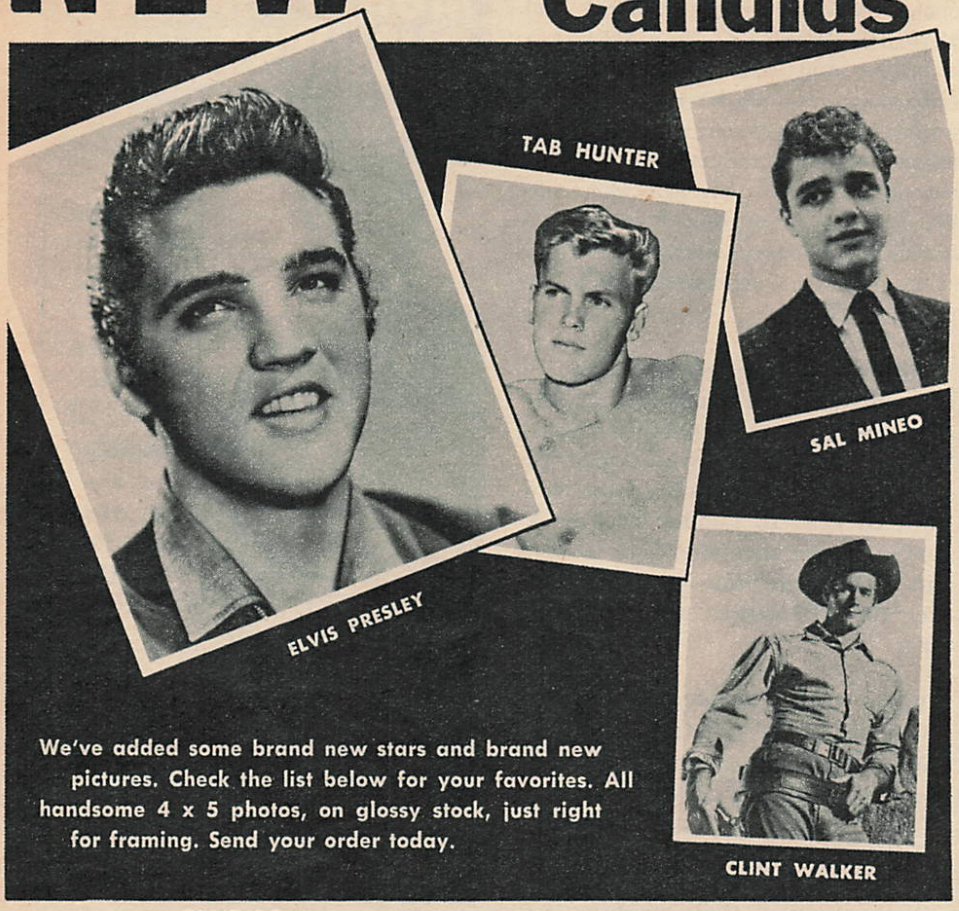

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Why Winchell and Allen are sore at Ed Sullivan

Continued from page 62

series) have promised to get him a new program.

If Winchell has *his* way, the new show will be placed in direct competition with Sullivan's *Toast of the Town* on Sunday nights. If Steve Allen has *his* way, Winchell will not take over his time and place. High man on the rating poll, Sullivan seems willing, at this time, to take on either or both.

What will happen? What do you think? Will Sullivan draw the crowds? Will Allen or Winchell? Write TV Star Parade your opinion. Name the man you'd most like to see emerge the winner.

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COMING UP

"... You had an article on one of TV's commentators, Walter Cronkite. I would like to know when and why you don't write an article on the best TV commentator in the business. His name is Chet Huntley...."

A.G.

"... I feel the Newsman Extraordinary is Chet Huntley...."

R.P., Franklin, Pa.

(The March issue of TV Star Parade will feature a story on NBC's Chet Huntley.)

"... I found to my utter surprise and delight that the column *You Tell Us* had been kind enough to print (in part) by 84-year-old grandmother's letter of request for a story on our favorite TV star—Ann B. Davis.

"... Grandmother was so certain in her belief that the editors of TV Star Parade actually took the time to read and give consideration to all the many thousands of letters from their readers —Maybe someday soon you'll do that long overdue story about Ann. Please give her a break...."

Miss M.P., Little Rock, Ark.

(Ann Davis' story is on the way for an early spring issue.)

Continued on page 70

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EQUIPMENT DESCRIPTION	SERIAL NUMBER

Delivery Address If Other Than Address Below

Purchaser shall make all payments directly to: Remington Rand Division of Sperry Rand Corporation.

FILL OUT IN FULL!
ALL INFORMATION KEPT IN STRICTEST CONFIDENCE
SIGN HERE →
APPLICATION FOR CREDIT INDIVIDUALS

Please PRINT answers to ALL questions below:

If applicant is a minor, information below must be in the name of parent or guardian signing the contract as Guarantor.

1. Age | Marital Status | Number of Dependents
2. Home Telephone Number
3. How Long at Present Address? | Own or Rent?
4. If renting, Name and Address of Landlord:
5. Previous Home Address | How Long
6. Name and Address of Present Employer: | How Long Employed?
7. Nature of Job
8. Name and Address of Last Previous Employer | How Long Employed?

Signature of Purchaser.....
Print Name of Purchaser.....
Address of Purchaser.....
.....
City or Town Zone State

Date of Contract.....
Dealer....SLOAN and PETERS CO.....
Address....318 MARKET ST.....
NEWARK 2 NEW JERSEY
City or Town Zone State

To be completed by Guarantor, if any

Name of Guarantor..... Address.....
Signature of Guarantor.....
City or Town Zone State
Name of bank..... Address.....

TRADE REFERENCES: (IF INDIVIDUAL, SHOW WITH WHOM YOU HAVE HAD TIME PAYMENT ACCOUNTS.)

Name..... Address.....
Account number, if any..... Balance due?..... City and State.....
Name..... Address.....
Account number, if any..... Balance due?..... City and State.....
Name..... Address.....
Account number, if any..... Balance due?..... City and State.....

PERSONAL REFERENCES:

Name..... Address.....
.....
City or Town Zone State
Names of nearest relative not living with you..... Relationship.....
Address.....
Street and Number City or Town Zone State

Total Price	$132.57
Less Cash and/or Trade-in Allowance	— $ 1.00
Deferred Balance	$131.57
Service Charge	+ $ 24.13
Contract Balance Payable in Installments	$155.70

SI-1163 Rev. 5 356-AO

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OPPORTUNITIES FOR EVERYBODY

Publisher's Classified Department (Trademark)

For advertising rates, write to William R. Stewart, 9 South Clinton Street, Chicago 6 (Wom.-Feb.) 7

OF INTEREST TO WOMEN

FREE CATALOG! BIG Savings! The colorful National Bellas Hess Catalog offers New York's latest styles at lowest prices anywhere. Clothing for the whole family, Household items, Money-back guarantee, our 69th year. Write today—National Bellas Hess, 601-2 Bellas Hess Building, Kansas City, Mo.

SADIE WRIGHT MADE $23.00 In A Day. Spare Time showing my famous foods, home needs to friends, neighbors. You can, too. Rush name for Full-Size Samples, worth $2.95 for Free Trial. Blair, Dept. 185A, Lynchburg, Va.

$100-$200 MONTHLY Possible, Preparing envelopes, postcards, from mailing lists at home. Longhand, typewriter. Detailed Instructions only 25c! Economy Publishers, Box 1686, Clearwater 3, Florida.

ADVERTISERS WILL PAY TO $500 for your child's photo (all ages). Send one small picture. Print child's, parents' name, address on back. Returned 15 days. Hollywood Spotlite, 8346-P2 Beverly Blvd., Hollywood, Calif.

$500 FOR YOUR child's photo, all ages, if used for advertising. Send photo for approval—free camera offer. Returned two weeks. Advertisers, 6000-YB Sunset, Los Angeles 28.

$200 MONTHLY POSSIBLE, Sewing Babywear! No house selling! Send stamped, addressed envelope. Babygay, Warsaw 1, Indiana.

DRESSES 24c; SHOES 39c; Men's suits $4.95; trousers $1.20. Better used clothing. Free Catalog. Transworld 164-A Christopher, Brooklyn 12, N.Y.

BUY WHOLESALE! DISCOUNTS to 80%. Appliances, Cameras, Sporting Goods, Tools, Watches, Housewares, etc. Free Catalogs, Buy-Rite, Box 258-SK, Hawthorne, N.J.

HOME SEWERS WANTED—Earn extra cash making readi-cut ties. No selling. We instruct. Free details: Jud San, 518 E. 105th, Dept. B-15, Cleveland 8, Ohio.

$2.00 HOURLY POSSIBLE doing light assembly work at home. Experience unnecessary. Crown Industries, 8507-B West Third, Los Angeles 48, Calif.

BUY WHOLESALE, ONE or more nationally advertised, Watches, Jewelry, Appliances, etc. Catalog 25c refundable. John Hall, 1265 Broadway, New York.

EARN $60. TO $70.00 Weekly Possible, Preparing Our Postcards at Home Sparetime Outfit, $1.00. Fisher Products, Box 4044-B, San Francisco, Calif.

$30.00 WEEKLY MAKING Roses. Easy, Write Studio Company, Greenville 3, Pa.

MAKE MONEY CLIPPING Newspaper Items For Publishers. Write, Newscraft, PW-983-E. Main, Columbus 5, Ohio.

SEW OUR READY cut aprons at home, spare time. Easy, Profitable. Hanky Aprons, Ft. Smith 3, Ark.

EARN $50 FAST sewing our precut products. Information 3c. Thompson's, Loganville, Wisconsin.

EARN SPARETIME CASH Mailing Advertising Literature. Glenway, Box 6568, Cleveland 1, Ohio.

MONEY MAKING OPPORTUNITIES

$40.00 WEEKLY POSSIBLE Mailing Circulars For Advertisers. Complete Instructions 25c. Siwaslian, 4317-F Gleane, Elmhurst 73, N.Y.

GUARANTEED HOMEWORK! IMMEDIATE Commissions! Free Outfits! Hirsch, 1301-12 Hoe, New York City 59.

OPERATE RESTAURANT OR Diner. Free booklet reveals plan. Write Restaurant Arts, MO-52, Fremont, Ohio.

$25 WEEKLY POSSIBLE, sparetime, preparing advertising mailings at home. Temple Co., Muncie 2, Indiana.

HOMEWORKERS WANTED PAINTING novelties. No Selling. N. Roland, R.D. 1, Vincentown, N.J.

$300 MONTHLY POSSIBLE mailing circulars. Associated Advertisers, 509-A Fifth Ave., New York 17, N.Y.

EARN MONEY WITH Your Typewriter. Send $1.00—James, 1813 Clinton, Chicago.

EXTRA MONEY PREPARING Mailing Postcards, Gul, 1815 Meyers, Lombard, Illinois.

MAKE YOUR TYPEWRITER Earn Money. Send $1.00. Hughes, 7004 Diversey, Chicago 35.

MAKE $100.00 WEEKLY Mailing Catalogs, Write; Products, 2342S Washington, Chicago 12, Ill.

$35 WEEKLY PREPARING envelopes. Instructions $1. Refundable. Adservice, Spring Valley 151, New York.

LOANS BY MAIL

PAY YOUR BILLS Now. Borrow $100 to $600 Cash by mail. Easy, quick, private. Repay in small monthly installments over 20 months. Your payments may run ½ less than now; have money left over to spend. Loan Order Blank mailed Free in plain envelope. Advise amount needed. State Finance Co., 323 Securities Bldg., Dept. J-69, Omaha 2, Nebr.

BORROW $50 TO $500. Employed men and women over 25, eligible. Confidential—no co-signers—no inquiries of employers or friends. Repay in monthly payments to fit your income. Supervised by State of Nebraska. Loan application sent free in plain envelope. Give occupation. American Loan Plan, City National Bldg., Dept. WD-2, Omaha, Nebraska.

BORROW BY MAIL. $100-$600. Anywhere. Air Mail Service. Postal Finance, 200 Keeline Building, Dept. 653-B, Omaha 2, Nebraska.

BUSINESS OPPORTUNITIES

PREPARE ADVERTISING LETTERS. Mail to our name lists. $50 weekly possible. Adams 11603-R Paramount: Downey, California.

INVISIBLY MEND DAMAGED garments at home. Make big money. Details Free. Fabricon, 8340-S Prairie, Chicago 19, Ill.

FREE BOOK. GROW Mushrooms. Guaranteed Market. Mushrooms, Dept. 412, 2954 Admiral Way, Seattle, Wash.

HOME SEWERS OPPORTUNITIES

SEW BABY SHOES at home! $40 week possible. We contact stores for you. Tiny-Tot, Gallipolis 19, Ohio.

STAMP COLLECTING

U. S. STAMPS. DISCOUNT Priced. Giant Catalog-15c. Raymax, 35-VPA Maidenlane, NYC 38.

HELP WANTED

IF YOU'RE INTERESTED in making money in selling, in spare time or in full time, see the hundreds of exceptional opportunities in Opportunity Magazine. Send name for your copy, absolutely Free. Opportunity, 848 N. Dearborn, Dept. 41, Chicago 10, Ill.

BEAUTY DEMONSTRATORS—TO $5 hour demonstrating Famous Hollywood Cosmetics, your neighborhood. For free samples, details, write Studio Girl, Glendale, Calif., Dept. 1672-C.

NEW HOME CLUB Plan Sensation! Style Shows—Children's, Adults' apparel easily earns $20.00-$40.00 evenings. Prizes, Gifts, fun! Experience unnecessary. Complete outfit furnished. Beeline Fashions, Bensenville 702, Illinois.

IF YOU WANT to earn money fast, I'll send you Free Sample Stocking Of newest Stretch DuPont Nylons to sell at only $1 a pair. American Mills, Dept. 606, Indianapolis 7, Ind.

EARN EXTRA MONEY selling Advertising Book Matches. Free sample kit furnished. Matchcorp, Dept. WP-34, Chicago 32, Illinois.

HOME SEWING. READY-Cut Rap-Around. Profitable. Free instructions. Hollywood Manufacturing, Hollywood 46, Calif.

HOMEWORK ON HAND-made moccasins and bags. Easy, Profitable. California Handicrafts, Los Angeles 46, California.

$5.00 DAILY MAKING Orchids. No selling. Free sample. Boycan, Sharon 42, Penna.

OLD COINS & MONEY WANTED

$4,000.00 FOR 1913 Liberty Head Nickel. Uncirculated Dollars 1804 to 1839, 1893-S, 1895-P, 1903-O pay $100.00—$5,000.00. Certain dates—Small Cents before 1915,—$325.00; Dimes before 1917,—$2,000.00; Quarters before 1924,—$1,000.00; Half Dollars Before 1905,—$1,000.00; 2c pieces,—$70.00; 3c pieces,—$90.00; Halfdimes,—$500.00. Hundreds of others worth $10.00—$1,000.00. Canadian Coins,—1921—5c Silver, $50.00. 1889—Dimes,—$25.00. 1875 Quarters,—$50.00. 1921—50c—$200.00. Wanted—20c Pieces, Gold Coins, Paper Money, etc. Our large illustrated Guarantee Buying—Selling Catalogue, Giving Complete Allcoin information—Send $1.00. Purchase Catalogue before sending coins. Worthycoin Corporation, Leaders Numismatic Quotations K-253-C, Boston 8, Massachusetts.

$100.00 FOR CERTAIN Indianheads; Lincoln pennies $50.00. Booklet showing prices paid, 25c. Lincoln Coins, D-276, Glendale, Arizona.

WE PURCHASE INDIANHEAD pennies. Complete allcoin catalogue 25c. Magnacoins, Box 61-JX, Whitestone 57, N. Y.

WE BUY ALL rare American coins. Complete catalogue 25c. Fairview, Box 1116-CB, New York City 8.

EDUCATIONAL OPPORTUNITIES

DENTAL NURSING. PREPARE at home for big pay career. Chairside duties, reception, laboratory, Personality Development. Free Book. Wayne School, Lab. BA-16, 2521 Sheffield, Chicago 14.

COMPLETE YOUR HIGH School at home in spare time with 60-year-old school. Texts furnished. No classes. Diploma. Information booklet free. American School, Dept. X274, Drexel at 58th, Chicago 37, Illinois.

HIGH SCHOOL DIPLOMA at home. Licensed teachers. Approved materials. Southern States Academy, Box 144W. Station E, Atlanta, Georgia.

FREE! "TALENT APTITUDE Test" Learn acting at home for TV, radio, theater, movie career. Hollywood Royal Academy, Studio 81, 5880 Hollywood Blvd., Hollywood 28, Calif.

SALESWOMEN WANTED

ANYONE CAN SELL famous Hoover Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. C-119, New York 11, N.Y.

EVERYDAY CARDS! MAKE Big Money! Sell 21 "Tall" greeting cards, $1.00. 400 other fast selling gifts, greetings, personalized specialties. Samples on approval. Write, Arrow, Dept. A 4th Ave. So., Minneapolis, Minn.

AGENTS WANTED

SHINE CARS WITHOUT "Polish." New invention. Lightning seller. Cars gleam like mirror. Samples sent on trial. Kristee 147, Akron, Ohio.

60% PROFIT COSMETICS. $25 Day Up. Hire others. Samples, details. Studio Girl Hollywood, Glendale, Calif., Dept. 1672-H.

CALIFORNIA SWEET SMELLING Beads. Sensational sellers. Free Particulars. Mission, 2328AA West Pico, Los Angeles 6, California.

INSTRUCTION

HIGH SCHOOL—NO Classes. Study at home. Spare Time. Diploma awarded. Write for Free Catalog HCH-40. Wayne School, 2527 Sheffield, Chicago 14, Ill.

HEALTH & MEDICAL SERVICE

FREE BOOK—PILES, Fistula, Colon-Stomach, associated conditions. Newest scientific procedures. Thornton Minor Hospital, Suite C-213, Kansas City 9, Mo.

FOREIGN & U.S.A. JOB LISTINGS

HIGH PAYING JOBS. All types. Foreign U.S. Chance to travel. Fare paid. Application forms. For information Write Dept. 95B, National, Newark, N.J.

PERSONAL

YOUR HANDWRITING ANALYZED free. Enclose stamp. IGAS, Inc., Springfield 4, Missouri.

WORK AT HOME

$18.00 WEEKLY, HANDPAINTING novelty Trays. No selling. Flocraft, Farrell 5, Penna.

$400.00 For Your CHILD'S Photo

BIG DEMAND by national advertisers for boys and girls photos, all ages, from infants and up to 18 years. $400 or more PAID if used for advertising. Send ONE small photo for approval and FREE GIFTS offer. Print child's and mother's name, address on back. Returned in two weeks. NO OBLIGATION.

HOLLYWOOD AD-PHOTOS
6087-EB Sunset Blvd., Hollywood 28, Calif.

OLD LEG SORES

Easy to use Viscose Applications may heal many old leg sores due to venous congestion of varicose veins, leg swelling or injuries. Send today for a FREE BOOK and NO-COST-FOR-THE-TRIAL-plan.

P.R. VISCOSE COMPANY
140 N. Dearborn St., Chicago 2, Illinois

YOU TELL US

Continued from page 68

". . . Say what gives with TV Star Parade? Where are all the wonderful pictures and articles on LIBERACE??? . . ."
J.J., Nashville, Tenn.

(Exclusive pictures and new story of Liberace will appear in the March issue.)

BOUQUETS

". . . This is the first time I ever wrote a fan magazine—but I enjoy *Cheyenne* and Clint Walker's part so much I was tempted to take pen in hand.

"I am a rancher myself, so naturally enough I am interested in Clint's ranch bought in the Valley as his other interests. As I noted in the enclosed slip, this fellow grows an inch and gains 10 pounds every time someone writes about him—maybe you could clear these dimensions up for me."
R.N., Fort Collins, Colo.

(Latest tally shows Clint Walker standing 6' 6", and weighing 235 pounds.)

"I want to thank you for the wonderful pictures and articles on Clint Walker. I enjoy your magazine very much."
P.R., St. Joseph, Mo.

". . . Thank you for the wonderful story and pictures about Larry Dean. . . . We would appreciate seeing many more stories about Lawrence Welk and the individual members of his magnificent orchestra. . . ."
F. & R.K., Chicago, Ill.

(More stories will be out soon, including the Lennon Sisters in the March issue.)

NEW FAVORITE

". . . There is someone who you haven't done in your magazine that I would very much like to see. That person is Dean Stockwell. . . ."
S.S.E., San Diego, Cal.

"I sincerely believe that Dean Stockwell is one of the most talented young actors today and I would like to know more about him and his career. . . ."
S.G., Holyrood, Kan.

(A story will be out shortly.)

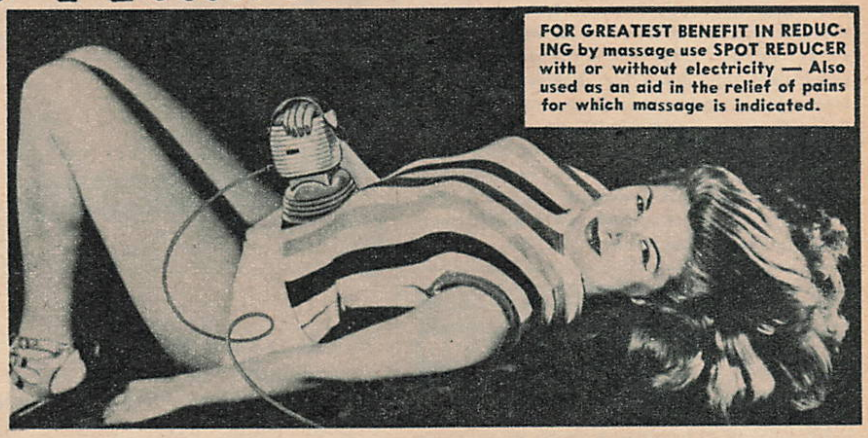
Reducing Specialist Says:

LOSE WEIGHT Where It Shows Most REDUCE MOST ANY PART OF THE BODY WITH

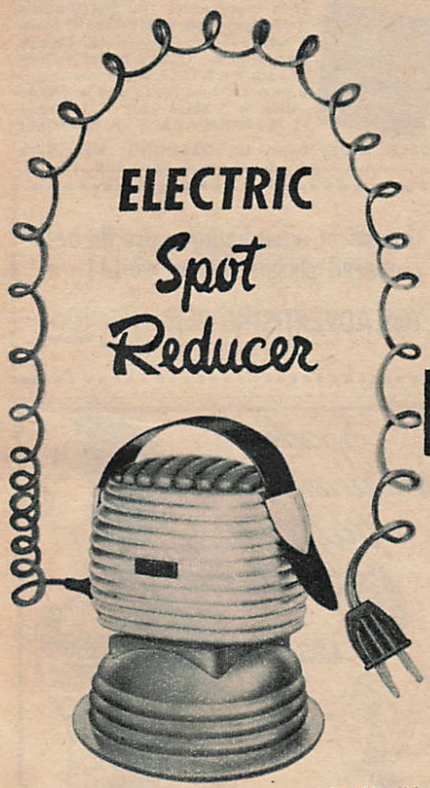
UNDERWRITERS LABORATORY APPROVED

Spot Reducer

Relaxing · Soothing Penetrating Massage



FOR GREATEST BENEFIT IN REDUCING by massage use SPOT REDUCER with or without electricity — Also used as an aid in the relief of pains for which massage is indicated.



Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and turkish baths—MASSAGE!

PLUG IN GRASP HANDLE AND APPLY

TAKE OFF EXCESS WEIGHT!

Don't Stay FAT—You Can LOSE POUNDS and INCHES SAFELY

Without Risking HEALTH

LIKE a magic wand, the "Spot Reducer" obeys your every wish. Most any part of your body where it is loose and flabby, wherever you have extra weight and inches, the "Spot Reducer" can aid you in acquiring a youthful, slender and graceful figure. The beauty of this scientifically designed Reducer is that the method is so simple and easy, the results quick, sure and harmless. No exercises or strict diets. No steambaths, drugs or laxatives.

With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation carries away waste fat—helps you regain and keep a firmer and more GRACEFUL FIGURE!

YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention you will be thankful you own. AC 110 volts. Underwriters Laboratory approved.

MAIL THIS 10 DAY FREE TRIAL COUPON NOW!

TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only $1 for your Spot Reducer on approval. Pay postman $8.95 plus delivery—or send $9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of FAT. MAIL COUPON now!

ALSO USE IT FOR ACHES AND PAINS

CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.

MUSCULAR ACHES:

A handy helper for transient relief of discomforts that can be aided by gentle, relaxing massage.

LOSE WEIGHT OR NO CHARGE

USED BY EXPERTS

Thousands have lost weight this way — in hips, abdomen, legs, arms, neck, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room.

ORDER IT TODAY!

SENT ON APPROVAL—MAIL COUPON NOW!

BODY MASSAGER CO., Dept. B-103
318 Market St., Newark, N. J.

Please send me the Spot Reducer for 10 days trial period. I enclose $1. Upon arrival I will pay postman only $8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

☐ **I enclose $12.98. Send Amazing DeLuxe Model.**

Name .....

Address .....

City ..... *State* .....

☐ SAVE POSTAGE—check here if you enclose $9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.

LOSE WEIGHT OR NO CHARGE

Shop the Ideal Way

Before and after 2-3 months of treatment

'Bye-Line Makes Time Kind!

Thousands of skeptical women have thrilled to the effectiveness of 'Bye-Line as wrinkles fade, pores tighten, crepyness disappears. Proven completely safe, even for supersensitive skin. Not a peel, mask or temporary cover-up. Look 2 to 10 years younger in 10 days or MONEY BACK. Cannot be sold in stores at this price. No C.O.D.'s. Send only $1.12 for trial size via air mail, in plain wrapper, to: AGE-LESS COSMETICS, INC., Dept. 11, 54 Albion Street, San Francisco 3, California.

FREE BIG 5"x7" ENLARGEMENT WITH ORDER

25 WALLET SIZE PRINTS $1.00 PLUS 25c HANDLING

2½" x 3½" photos for classmates, loved ones—for job and college applications. Send picture or neg. 25 for $1.25 plus Free 5" x 7" (60 for $2.25). Satisfaction guaranteed.

ROY PHOTO SERVICE

Dept. 13, GPO Box 644, N.Y. 1, N.Y.

FREE MATERNITY STYLE CATALOG

BIG 96-page illustrated catalog. Hundreds of exclusive, economy-priced Maternity Fashions. FREE GIFT CHECK with catalog gives EXTRA discounts on first order. World's largest selections—Maternity dresses, suits, separates, sportswear, girdles, bras, lingerie. $1.00 to $20.00.

Write TODAY—**CRAWFORD'S**

Dept. 26, 8015 Wornall Rd., Kansas City 14, Missouri

"Remember Me" JOIN THE MARCH OF DIMES IN JANUARY

---

acting career

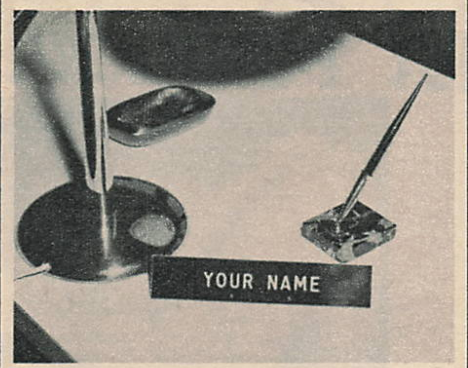
TV • MOVIES • • THE THEATRE

"Let me help you prepare now for a wonderful acting career! Open the door that may bring fabulous Hollywood or New York contracts in TV, Movies, the Theatre. This is a real opportunity for Men and Women of all ages. New faces, new talent are urgently needed. You'll learn latest acting techniques, direction, show business "Success Secrets". Overcome shyness! A vibrant personality and new poise will be developed as you mold your basic talent. I've helped countless others . . . let me show you the way!"—Sheldon M. Hayden.

FREE Rate your talent against "Studio Requirements" with our exclusive Talent Aptitude Test

Hollywood ROYAL ACADEMY

5880 Hollywood Boulevard Hollywood 28, Calif. Studio A-1



YOUR NAME PLATE

Permanently engraved by cutting through the outer layer of formica to expose white layer. Shown, $2.95; flush-mount for door, trailer, boat. $2.50; mounted mahogany or limed oak, $4.50. ⅛" x 1¾" x 9". With 10 letters or less. Extra letters, 25¢ ea. Add 25¢ post. Willow Lane Ornaments, (IP), 4015 Pineview, Grandville, Mich.

AFRICAN VIOLET POT

It's really a pot-within-a-pot but ingeniously molded in one piece. Enables you to water the plant without touching the delicate leaves. Outer pot in autumn green, rusty amber, navy blue, desert moon, reddish brown, glossy black. 3½" across, 4½" deep. $1.79 ppd. Trent's Ceramics, (IP), 3725 Hubbell Blvd., Des Moines, Iowa

Order above items from firms listed. Mention TV Star Parade, Shop the Ideal Way. Enclose check or money order. . . . No COD's accepted unless stated otherwise.

LORD'S PRAYER PIN only $1

14 K. GOLD PLATED

A beautiful item of jewelry that your friends will admire. Lord's Prayer artfully engraved on lovely Gold Pin that you will always wear with great pride and devotion.

YOU GET FREE BIBLE

With every order You Get World's tiniest complete BIBLE—you'll carry it wherever you go—it will amaze your friends. ORDER NOW — Only $1 each Pin & FREE BIBLE (tax incl.). *Give a set to a loved one or friend* —they will bless you! 3 sets only $2.75. MONEY-BACK GUARANTEE!

WORLD WIDE, Dept. ID, OSSINING, New York

Thanks to advertising, you're the best prepared shopper in the world!

YES, ADVERTISING BENEFITS YOU!

Let these famous American Designers help you be the best dressed girl in town — if you can sew: —

Ceil Chapman • Claire McCardell • Jo Copeland • Philip Mangone • Monte Sano • Herbert Sondheim • Brigance • David Goodstein • Joset Walker • Vera Maxwell • Toni Owen • Fira Benenson • Harvey Berin • Frank Gallant • Mollie Parnis • Mr. Mort • Kasper • Jr. Sophisticates. Patterns of 139 original designs by these famous names are now available. To see this entire collection send 50c for our 148-page pattern booklet #12.

World Wide, Dept. WG-2-57
112 Main St., Ossining, N. Y.
Send me 148-page pattern booklet #12. I enclose fifty cents.

NAME.....
STREET.....
CITY.....
ZONE.....STATE.....

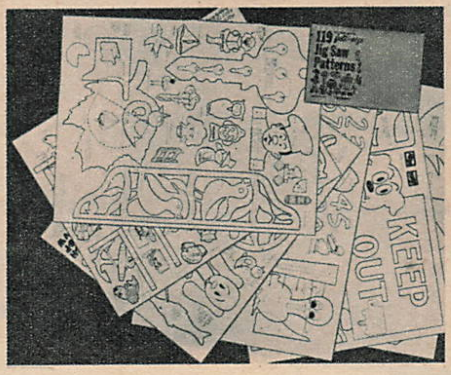
Shop the Ideal Way

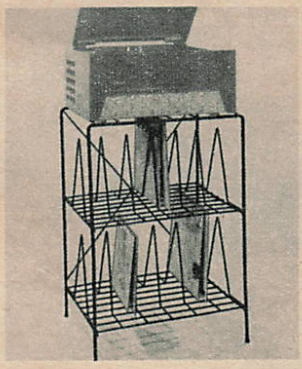
GOING SOUTH?

Made of Cannon terry cloth, it is 72" x 36", filled with lifetime shredded foam rubber. Entire mat can be put in a washing machine. Pockets with snap fasteners on each side. Folds into compact cushion. Elastic straps and holder. $6.95 ppd. Continental Industries, Dept. 27, 684 North Sangamon Street, Chicago 22, Illinois

JIG SAW PATTERN PACKET

There are 119 full size jig saw patterns all ready to trace on wood and saw out. Assembling and painting instructions included. Also plans for wall shelves, kitchen novelties, lawn signs, planters, and many other useful projects. Useful help for do-it-yourselfers. $1 ppd. Burgess Vibrocrafters, Inc., Dept. C-27, Grayslake, Illinois



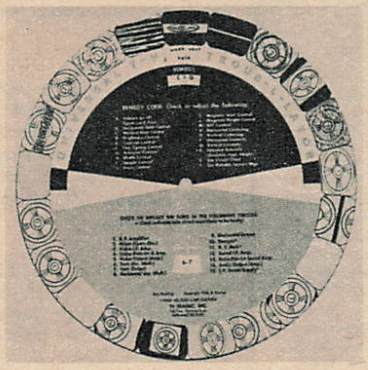


RECORD TABLE

The 12 individual storage compartments provide for 250 long-playing record albums. The top will accommodate a Hi-Fi table top set. 30" high x 22" x 17". Heavy 3/8" solid steel-rod construction, weighs 13 lbs. Shipped assembled. Set, $14.95. Arrives express collect. Leslie Creations, Dept. 124, Lafayette Hill, Pennsylvania

FIX YOUR OWN TV

With the Universal TV Troub-l-lator, you match the faulty picture with the easy-to-dial indicator. It tells you the trouble. Enables you to make almost 85% of the repairs yourself. Easy as setting a clock, with complete information. $1 ppd. S & S Products, (IP), 1419 H St., N.W., Washington 5, D. C.

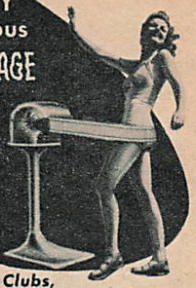


SQUEEZ-KLIP FASTENER

Five hundred clips in big-to-little sizes together with special pliers. When you squeeze, forms closed triangular ring. Holds up plants, repairs belts, camera case straps, etc. Takes the place of nails, screws, tape, wires, thread. This handy kit, $1.98. Republic Fastener Prod., (IP), 43-11 Crescent Street, Long Island City 1, New York

Order above items from firms listed. Mention TV Star Parade, Shop the Ideal Way. Enclose check or money order. . . . No COD's accepted unless stated otherwise.

You will ENJOY pleasant, vigorous VIBRATORY MASSAGE with the Genuine Battle Creek HEALTH® BUILDER



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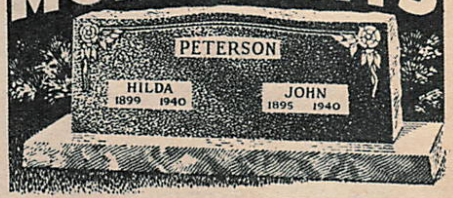

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